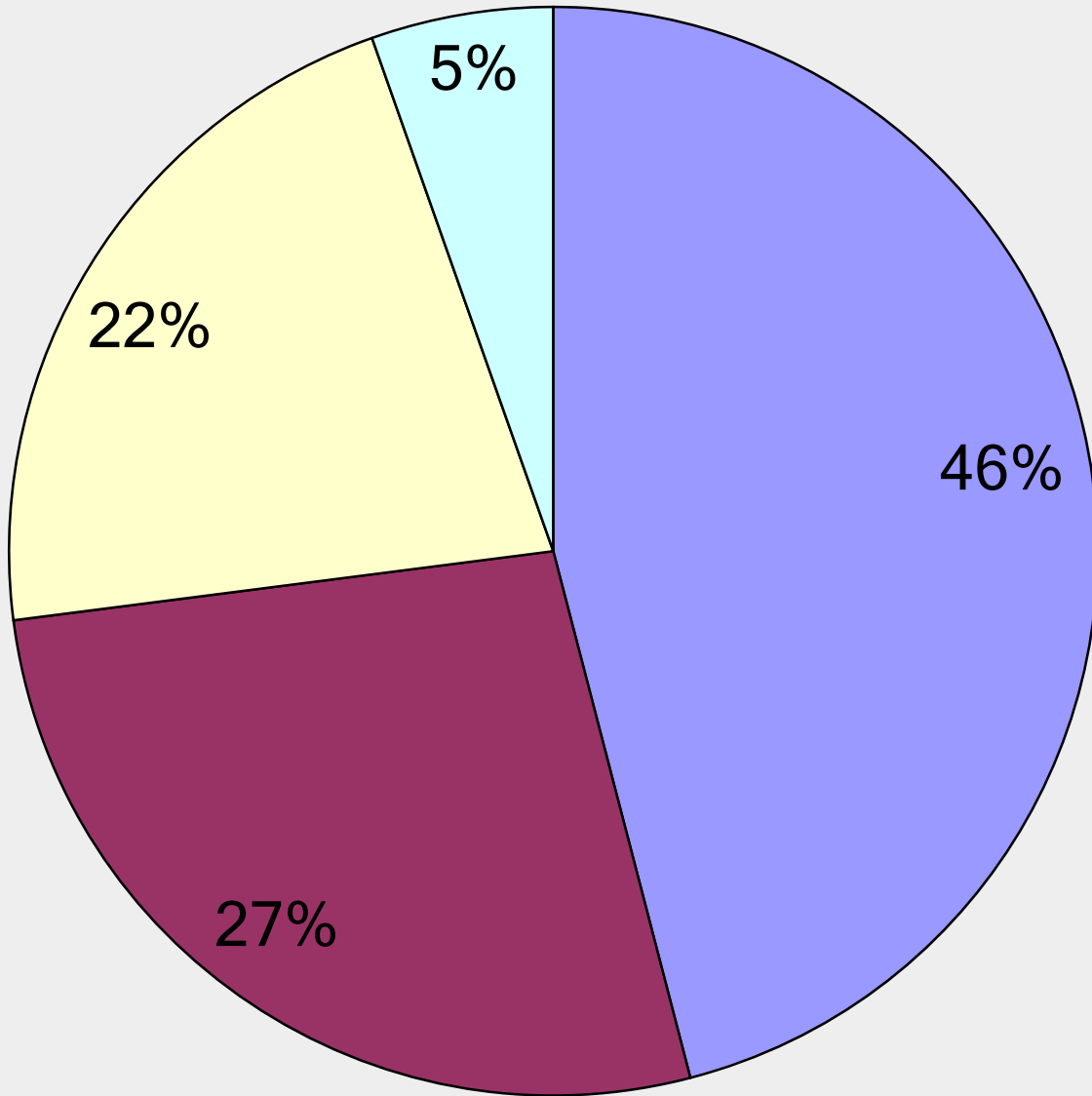


# **Downtown Owner Survey Results**

- **328 Property and business owners notified**
- **38 responses**
- **11.6% responded**
  
- **Business owners answered separate questions from property owners. If owners fell into both categories, they answered all of the questions.**

# Are you



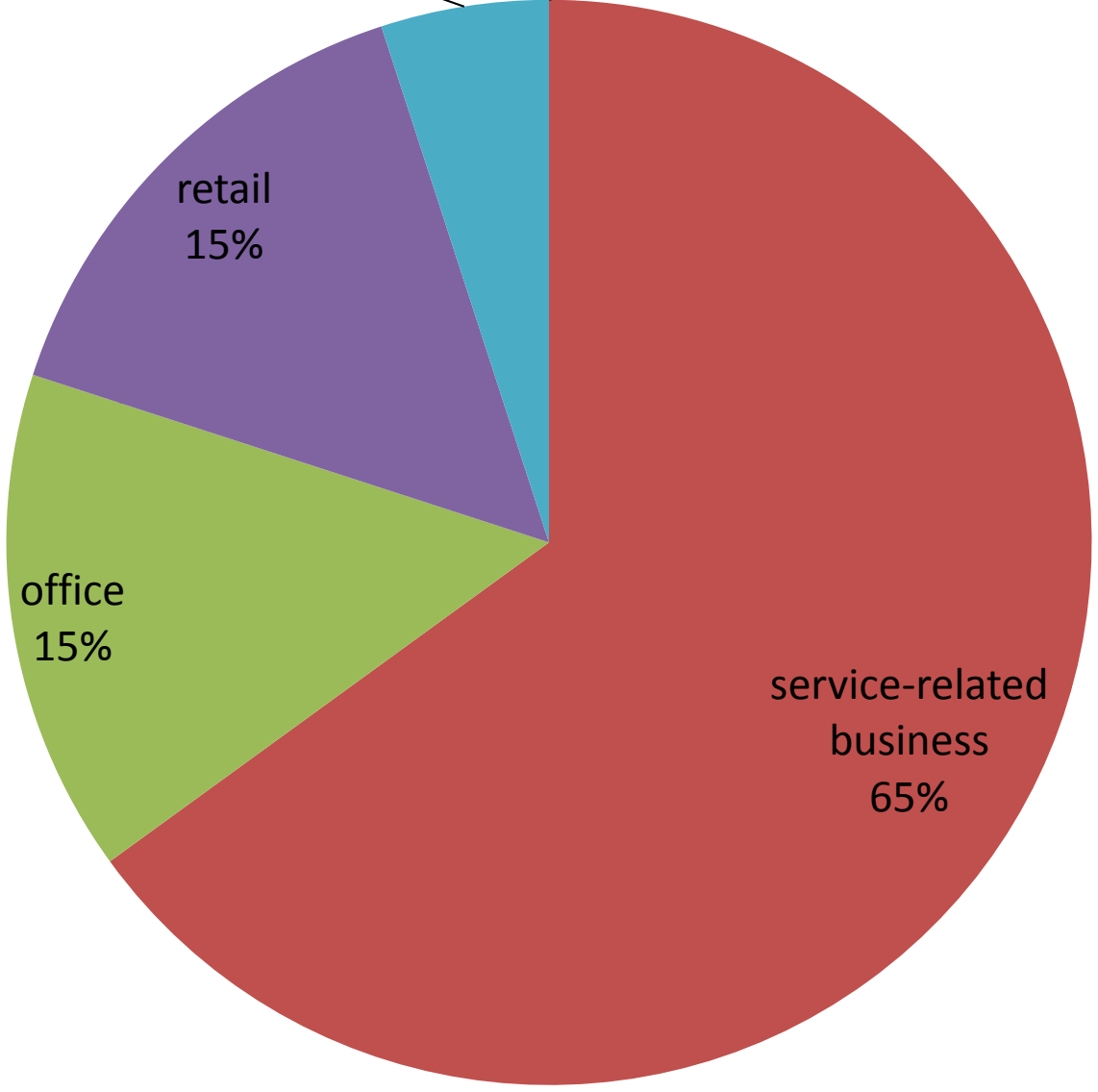
- a downtown property owner?
- a downtown business owner?
- both?
- neither?

# **Business Owner Questions**

other (please  
specify)  
5%

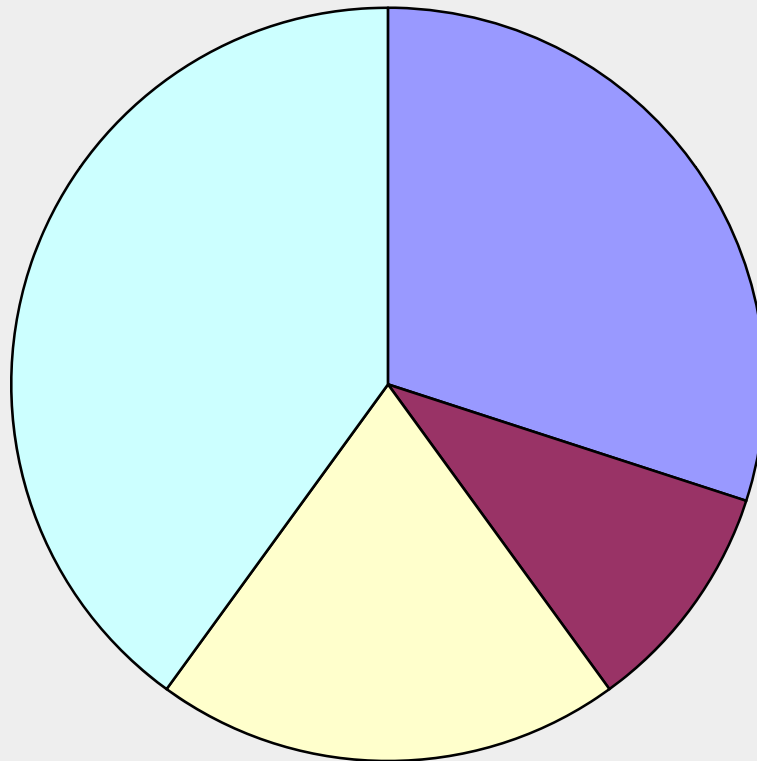
### What is the nature of your business?

industrial/  
manufacturing  
0%



20 responses

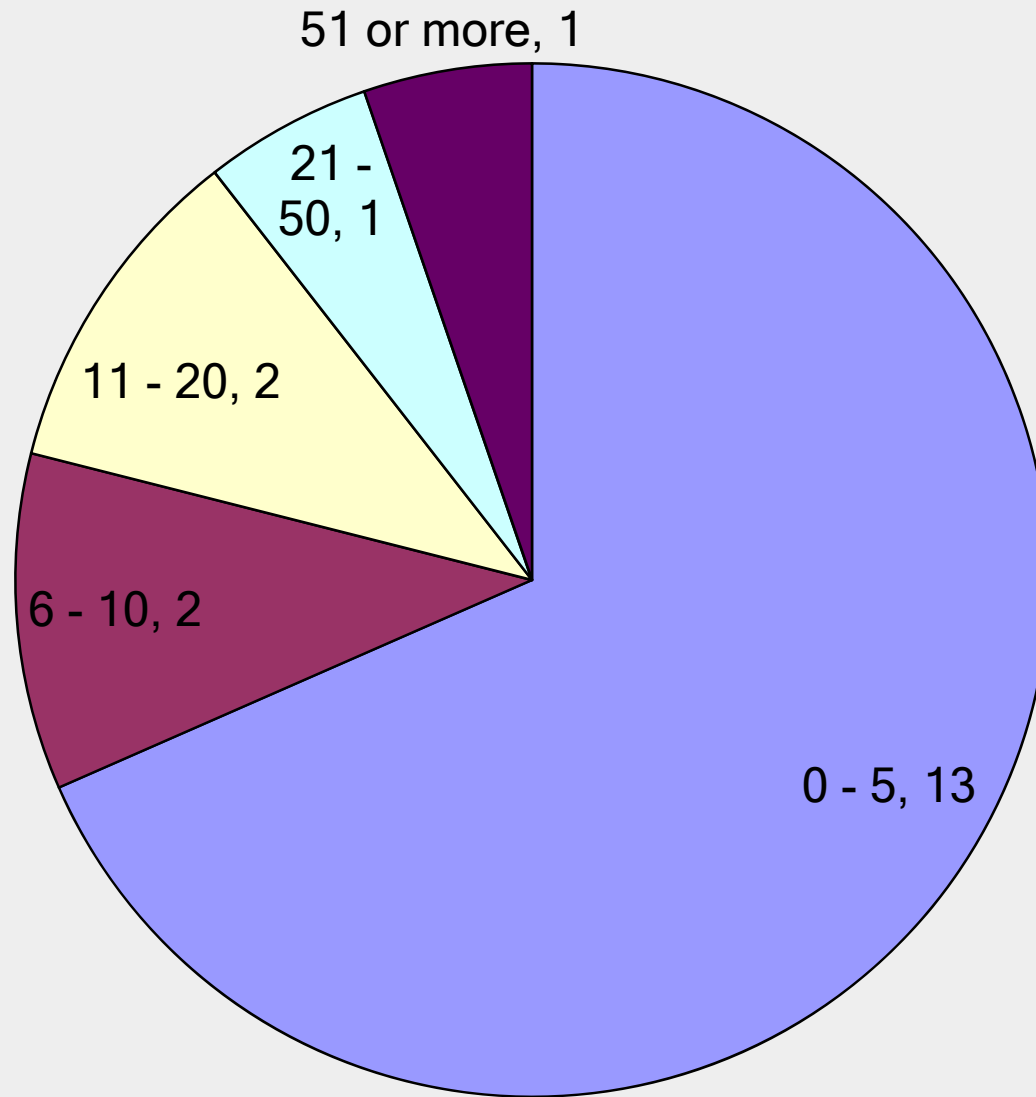
# How long have you operated this business in Downtown Marble Falls?



- Less than 5 years
- 5 - 10 years
- 10 - 20 years
- More than 20 years

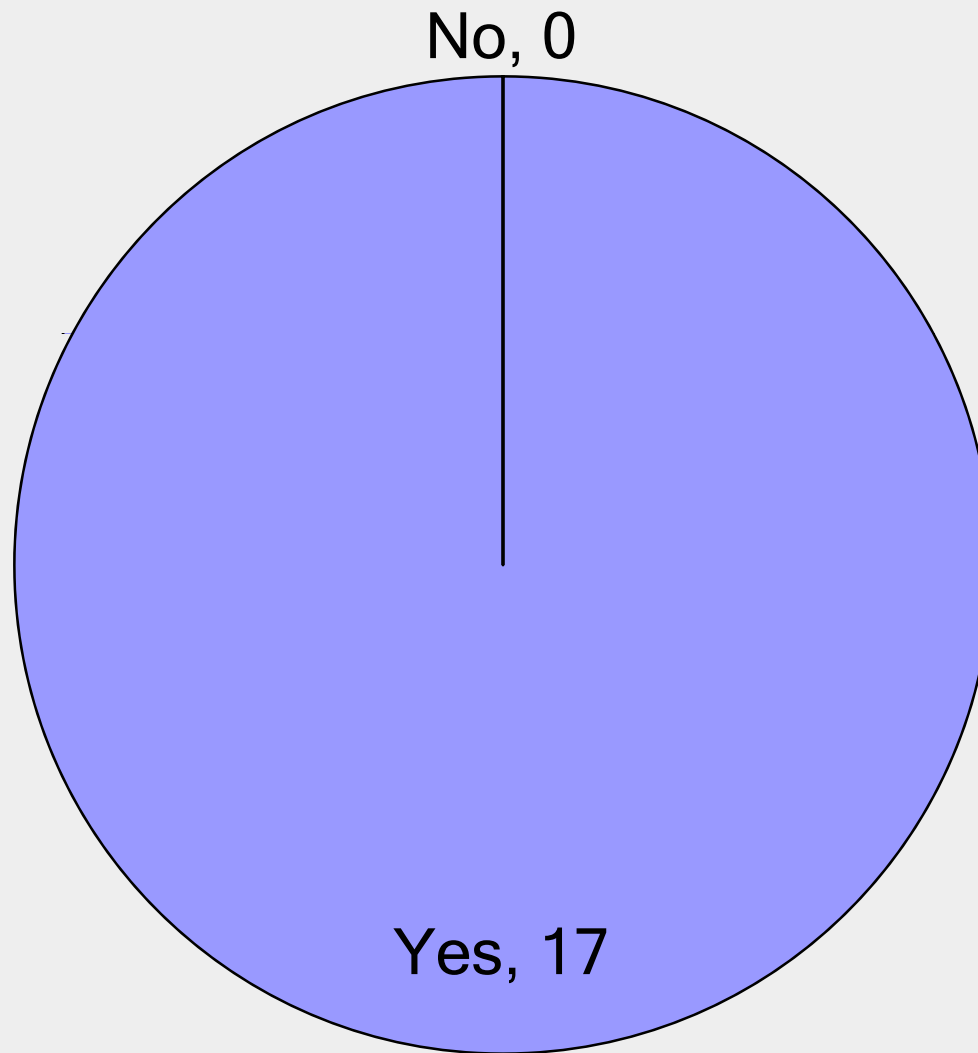
20 responses

# How many employees do you have?



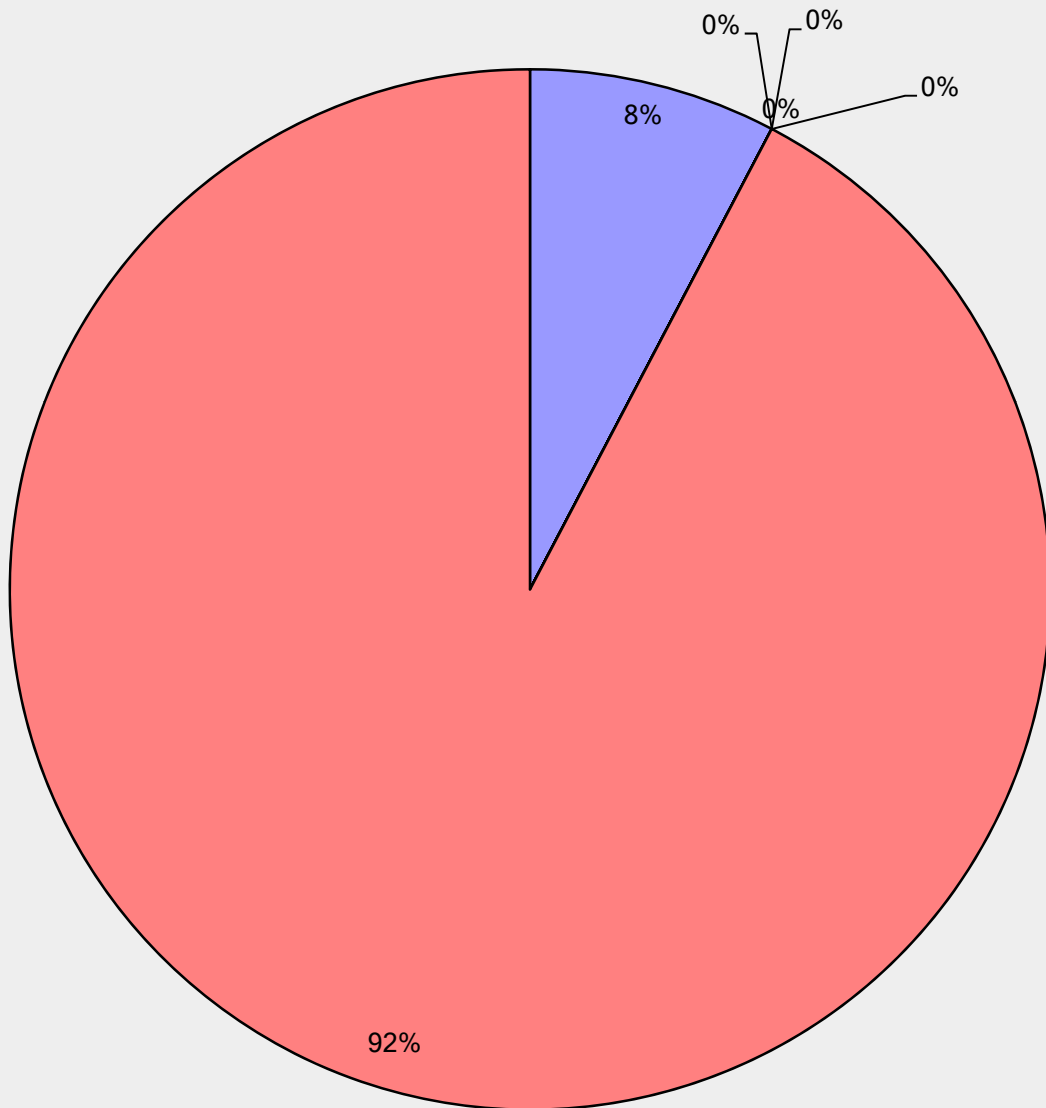
19 responses

# Do you intend to keep your business Downtown?



17 responses

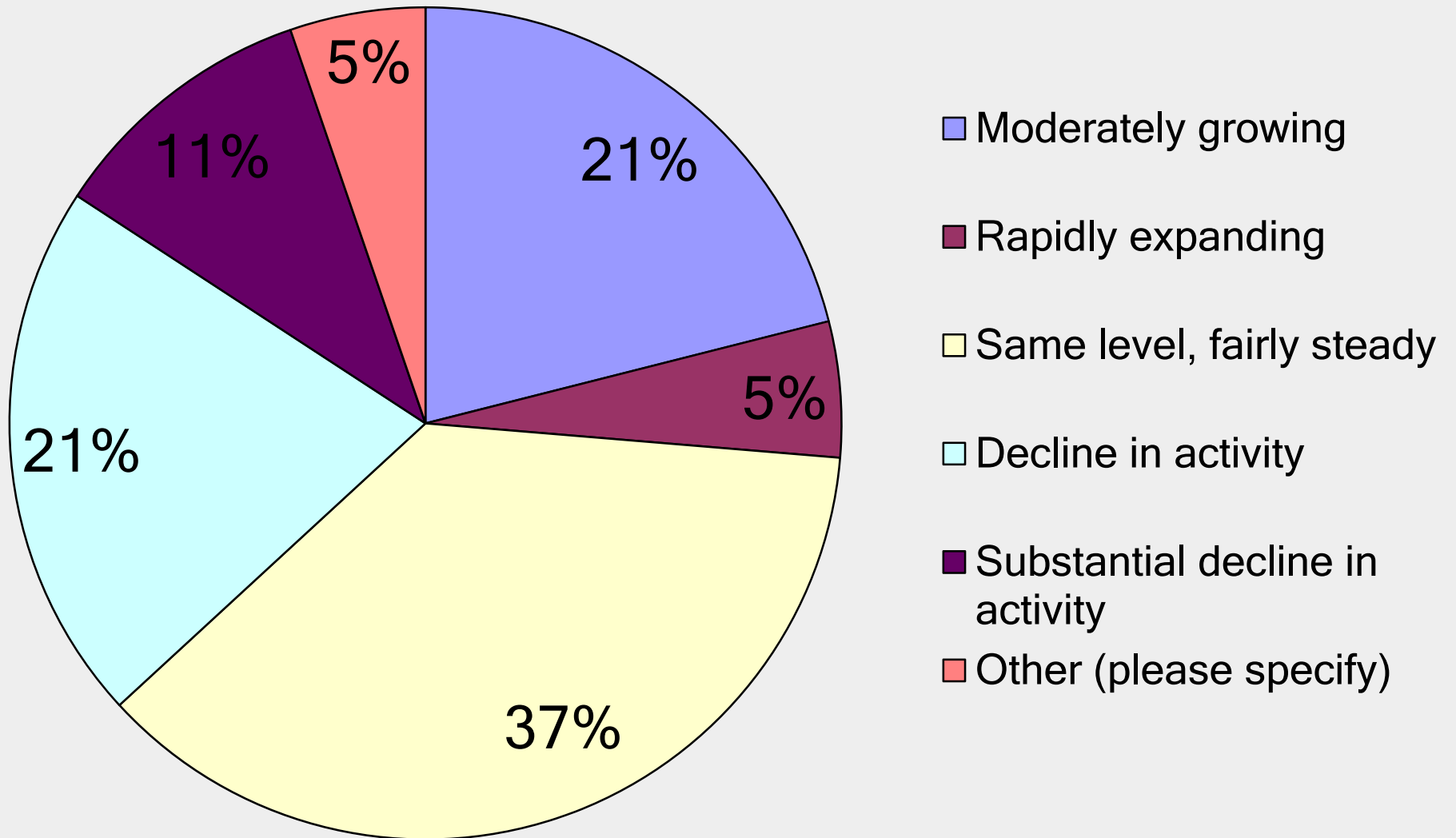
# If you plan to relocate, where do you plan to relocate to?



- Another Downtown location
- Outside of Downtown but within Marble Falls
- Outside of Marble Falls but within Burnet County
- Outside of Burnet County
- Outside of Texas
- Not planning to relocate at this time

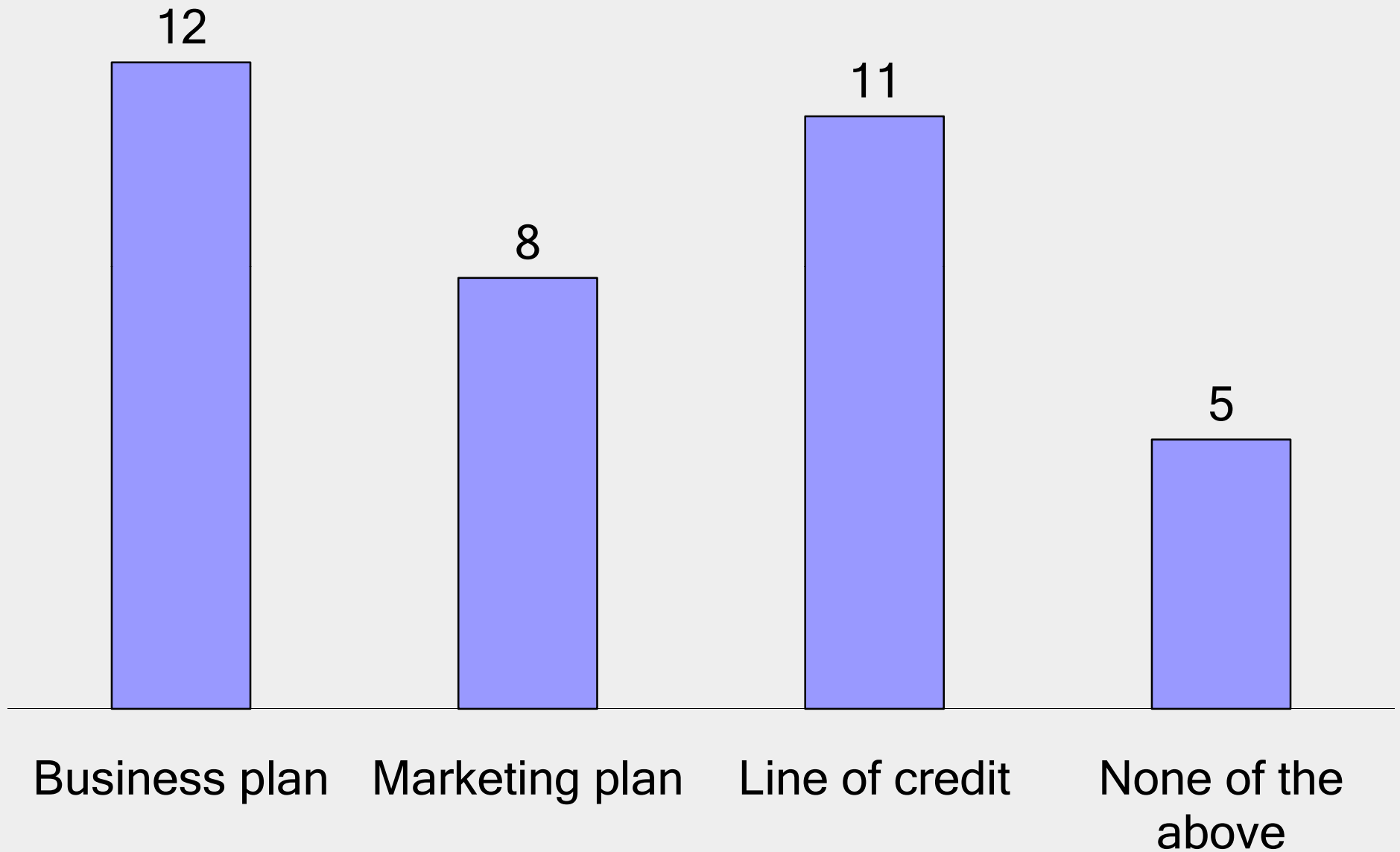
13 responses

# How would you characterize your current business level?

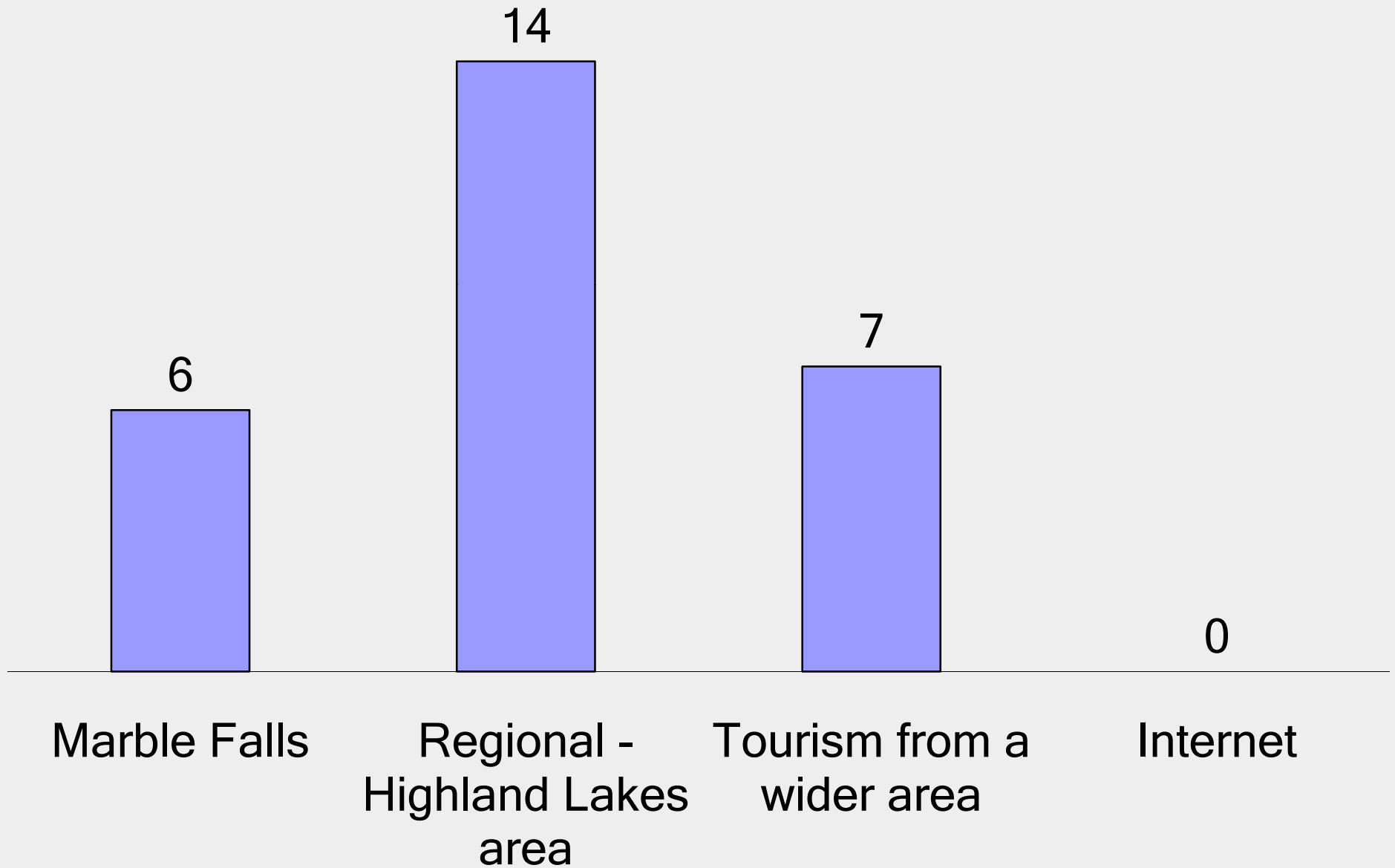


19 responses

Please indicate all of the items below that you currently have.

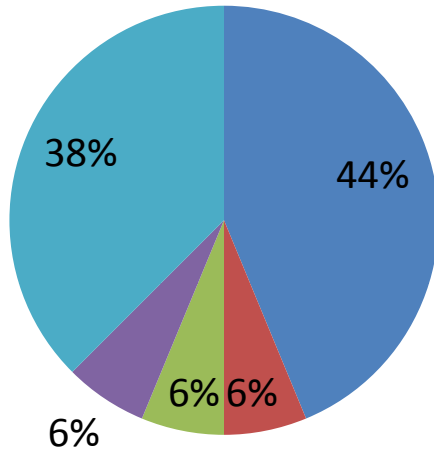


# What is the primary market area from which the majority of your sales are derived?

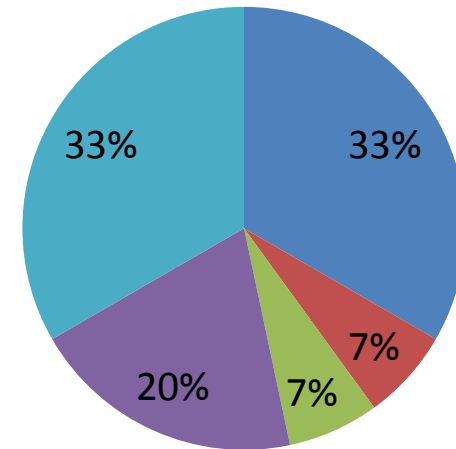


# To what extent do weekend events have a positive impact on your business in terms of:

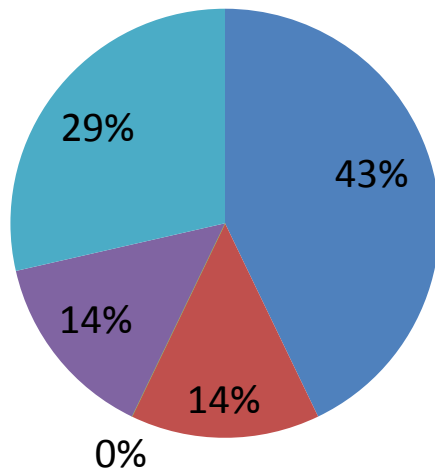
## Foot Traffic



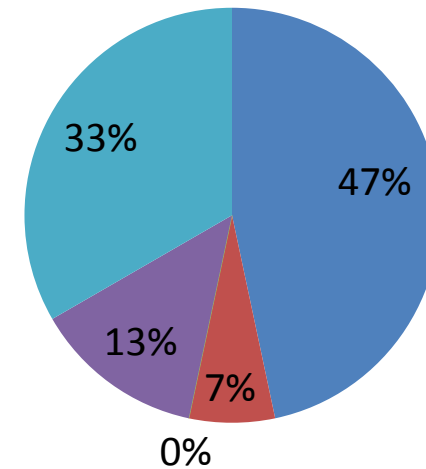
## Sales



## Productivity



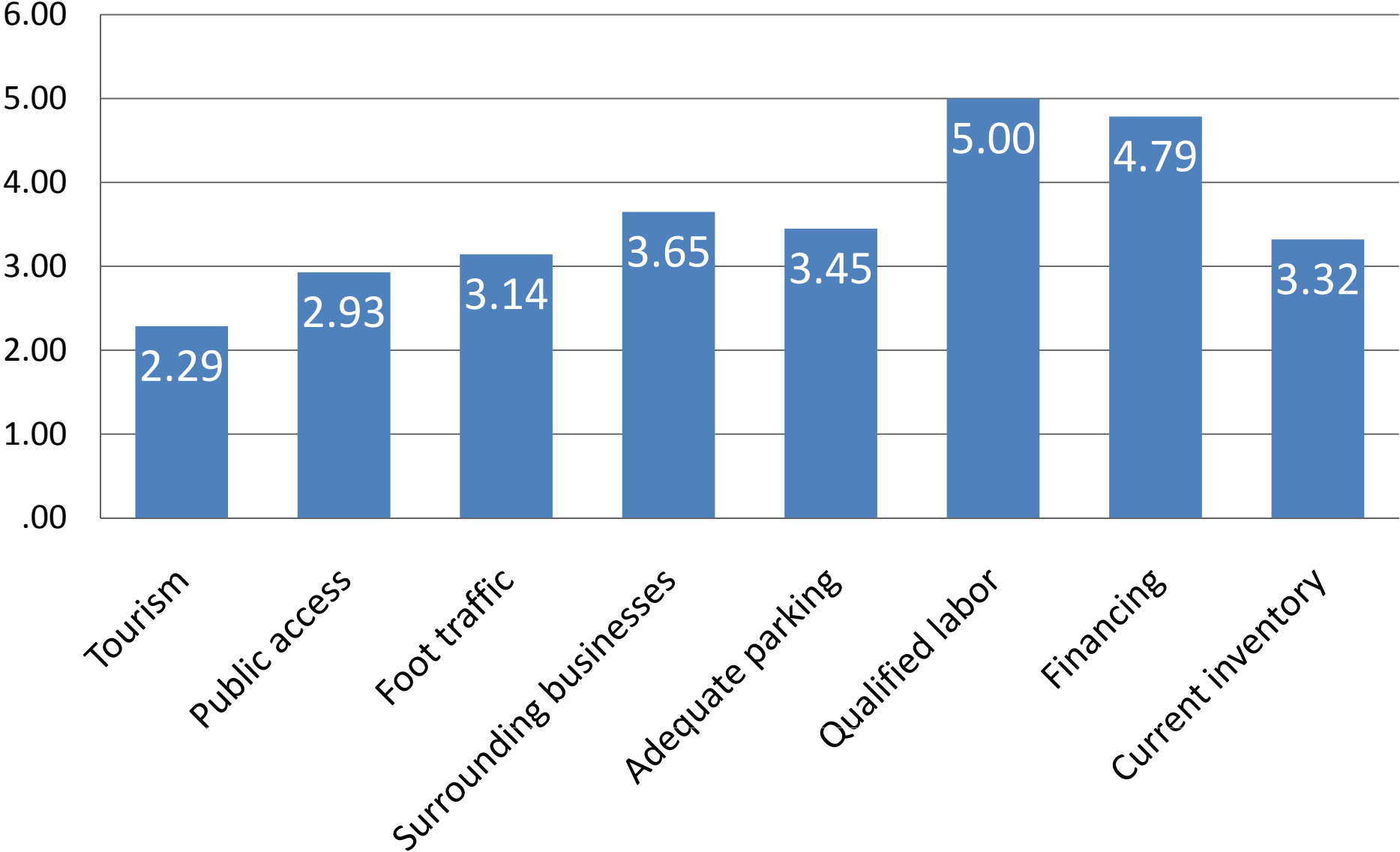
## Image



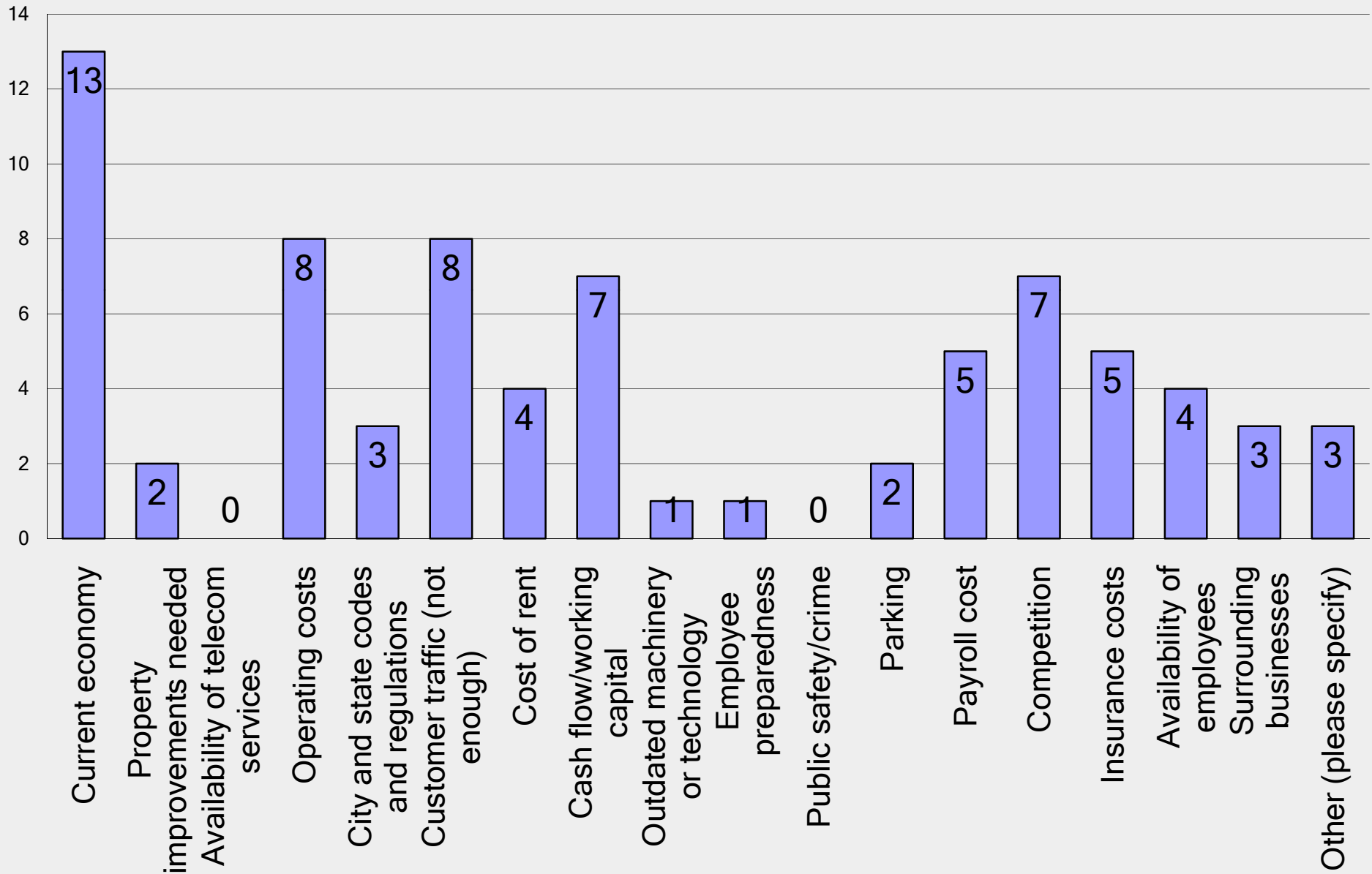
- Minimal impact, positive or negative
- Slight reduction in business or inconvenience
- Major reduction in business or inconvenience
- Slight increase in business
- Major increase in business

In addition to a strong economy, what are the critical factors for the success and expansion of your business? Please rank in order of importance.

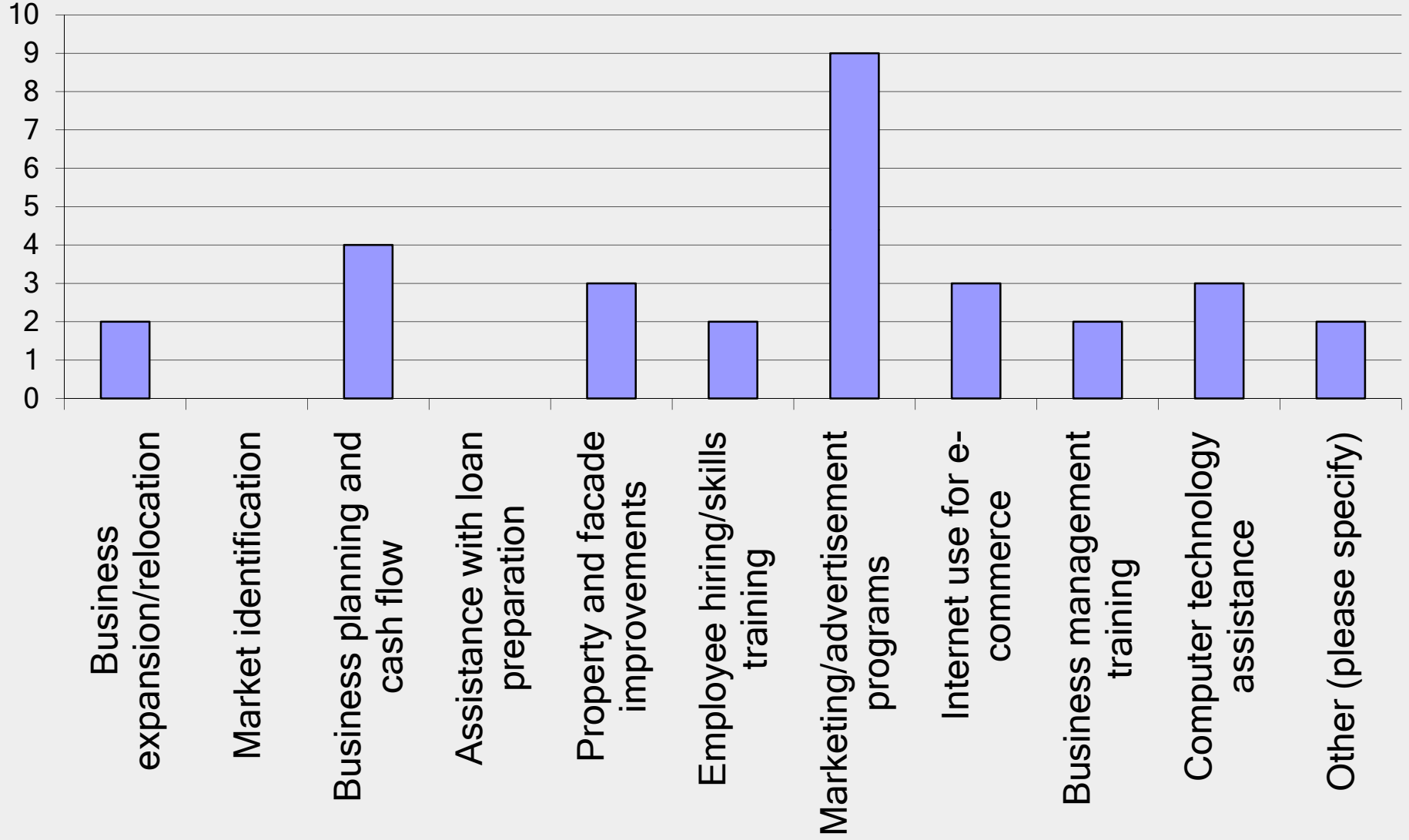
(note: a low number indicates higher preference)



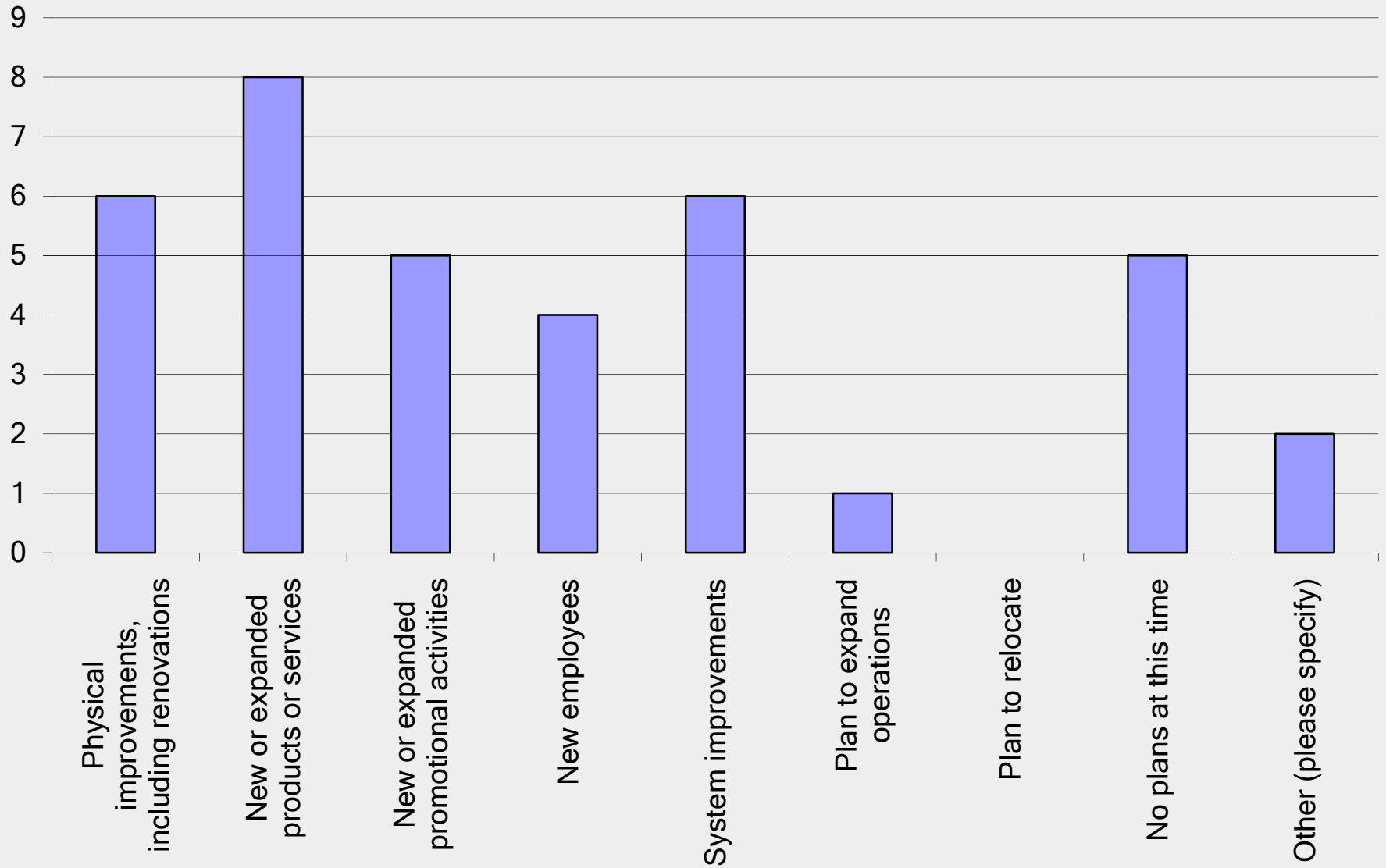
What are some of the major issues or obstacles facing your business today? Please check the top 5 obstacles.



# To keep your business healthy and competitive, which of the following types of information or assistance would be valuable to you?

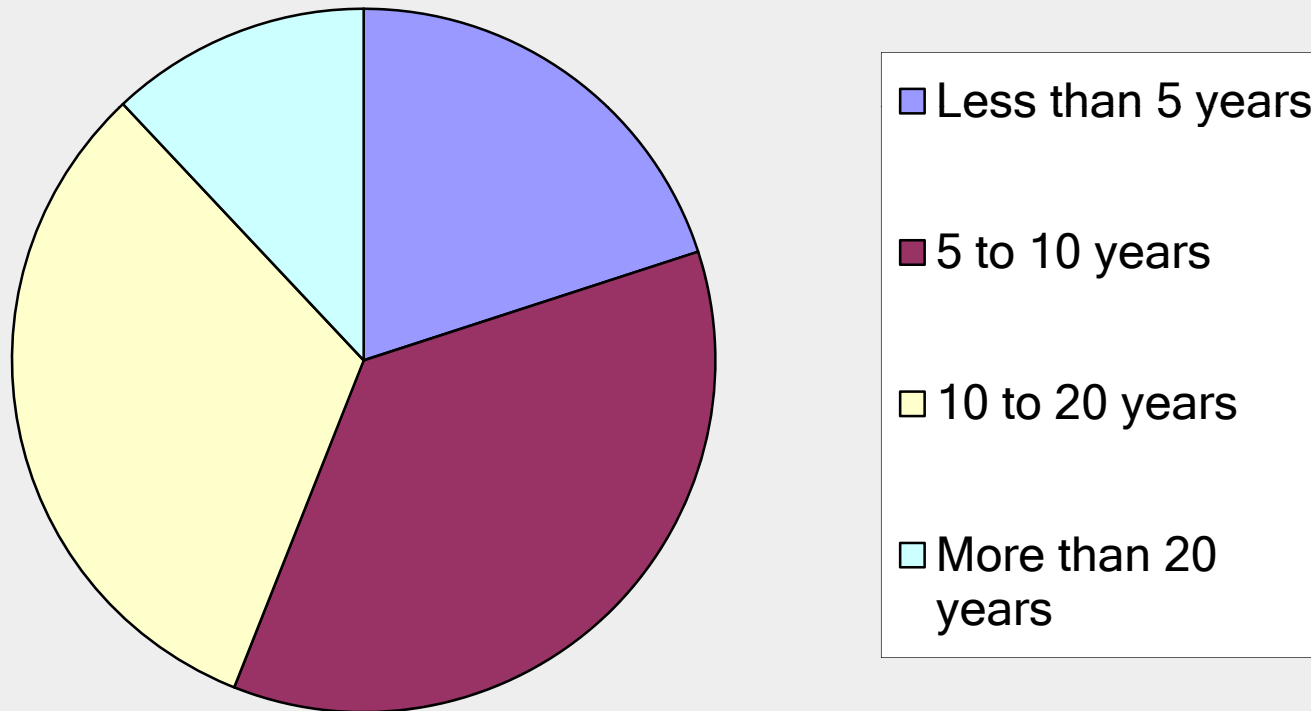


Please indicate any type of investment you plan on making in the next two years.



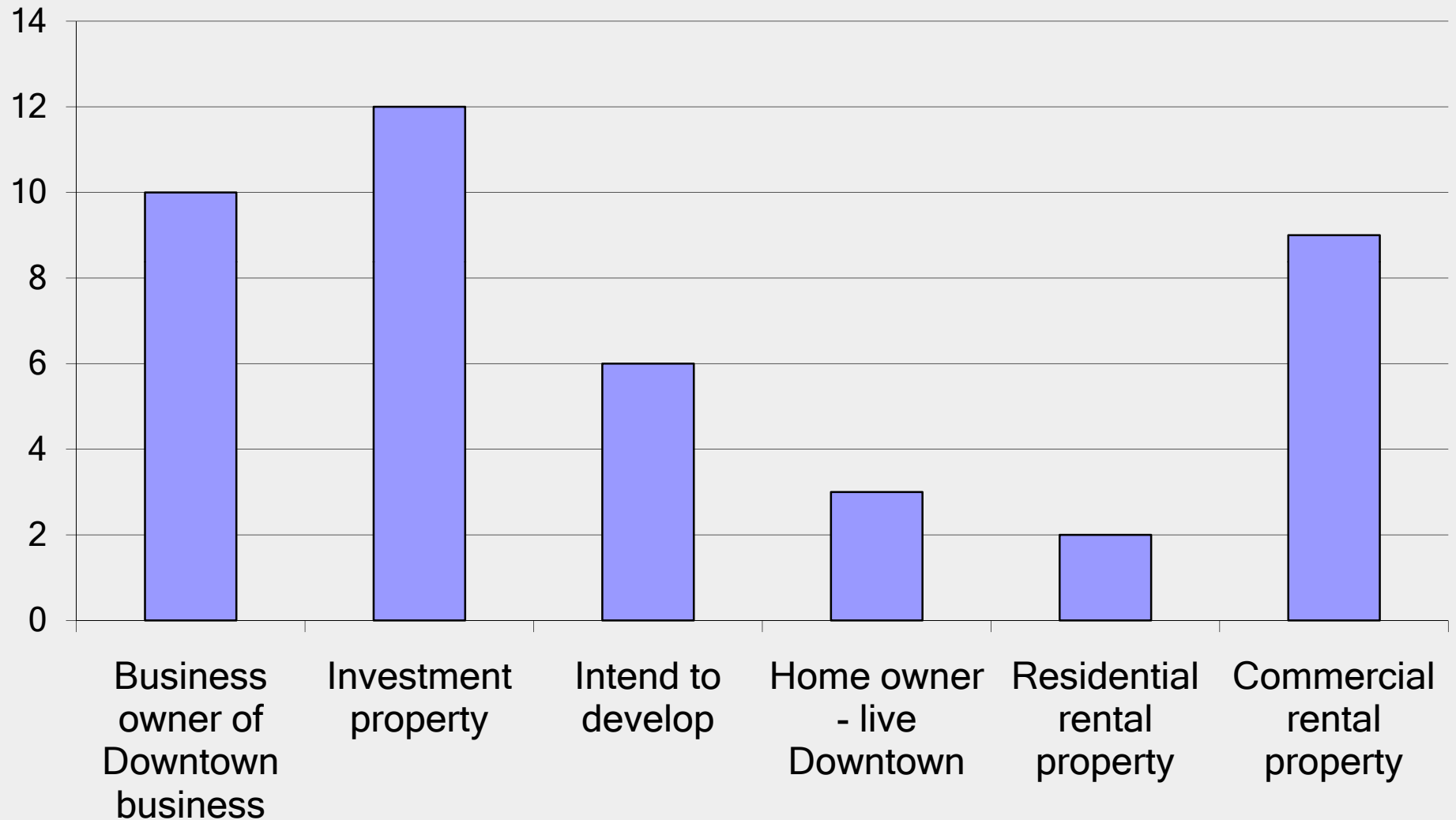
# PROPERTY OWNER QUESTIONS

# How long have you owned this property in Downtown Marble Falls? (If you own multiple properties, please indicate the longest time of ownership)



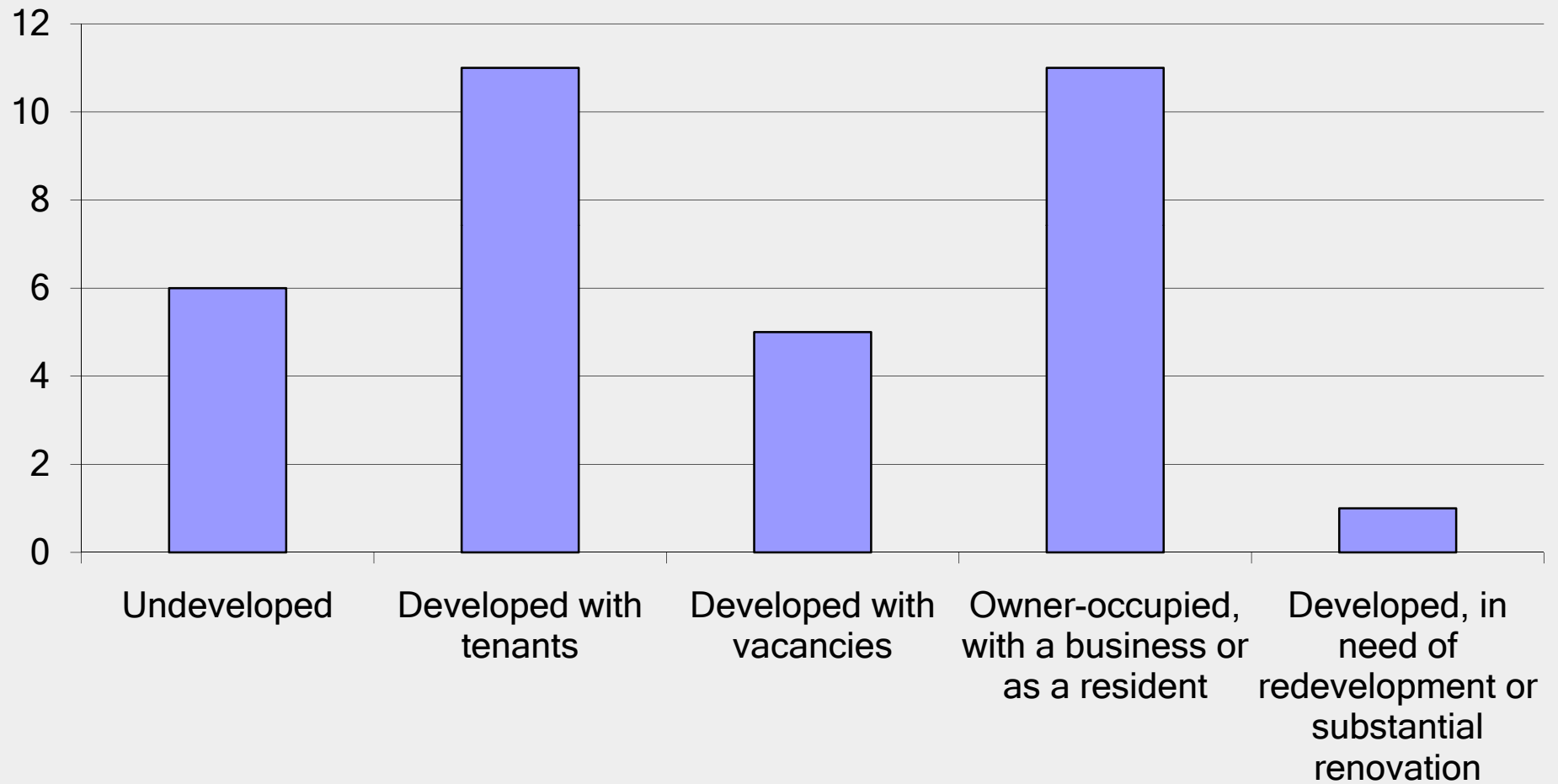
25 responses

# Why do you own property Downtown? Please indicate all that apply.



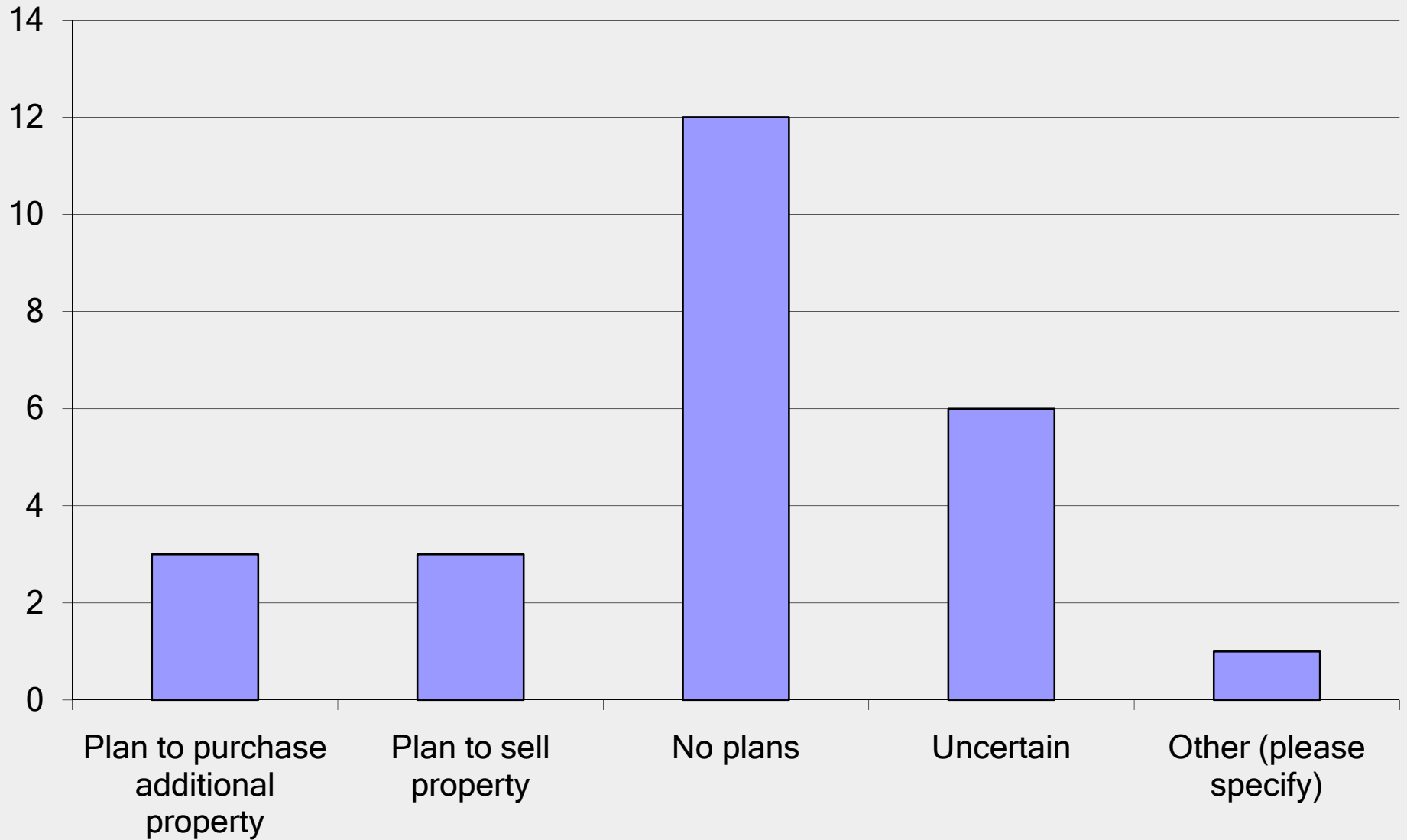
25 responses

How would you classify your current property? If you own more than one parcel please check all that apply and indicate number of parcels in the "Other" section.



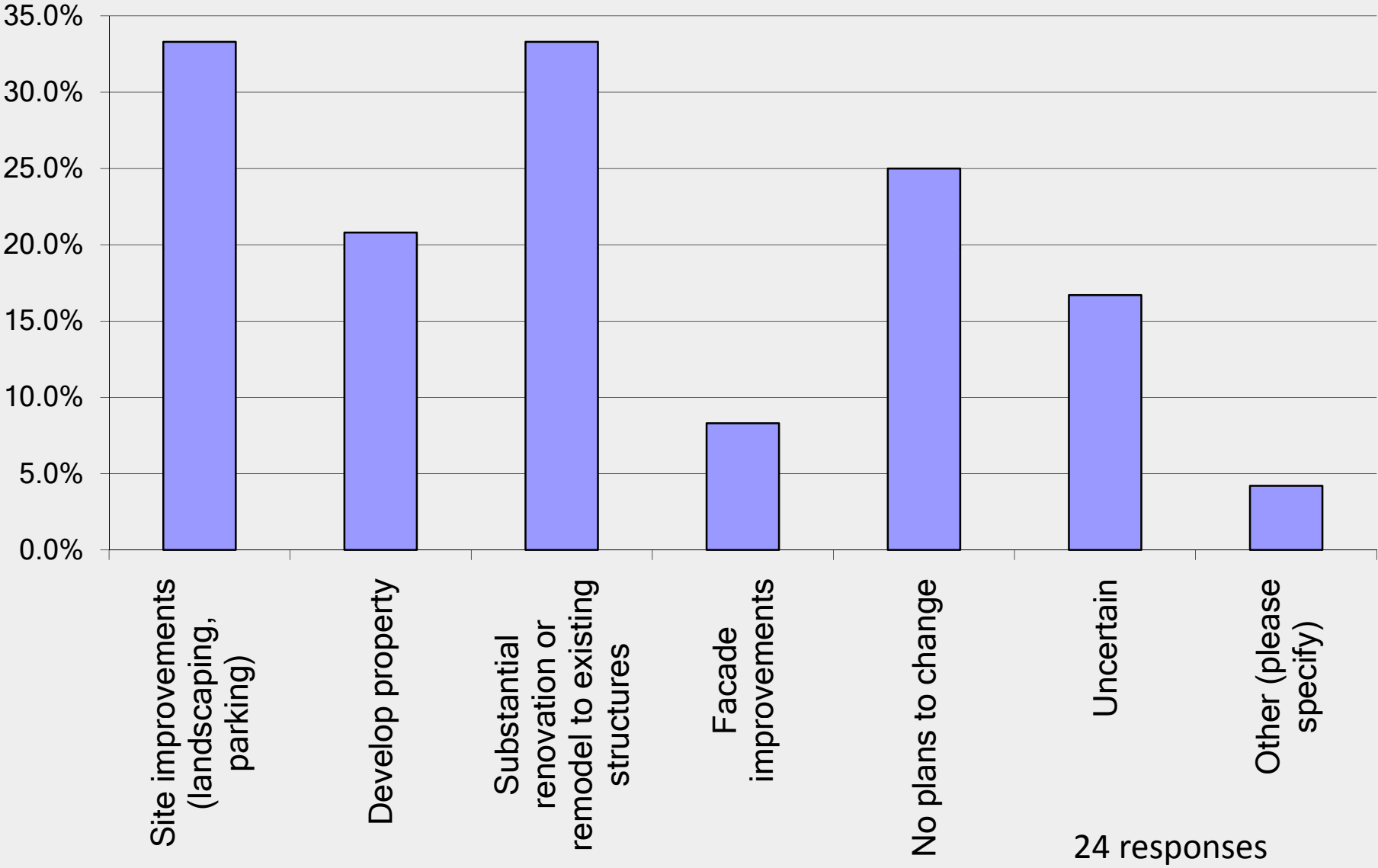
25 responses

# Do you plan to buy or sell property Downtown in the next 2 years?



24 responses

# Please indicate any type of investment you plan to make in the next two years.

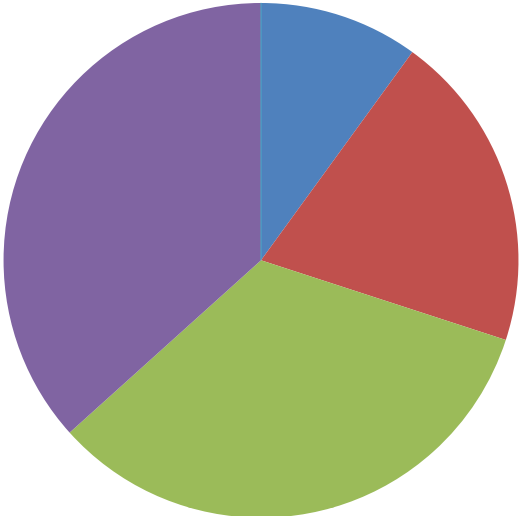


**Questions for  
both answer groups**

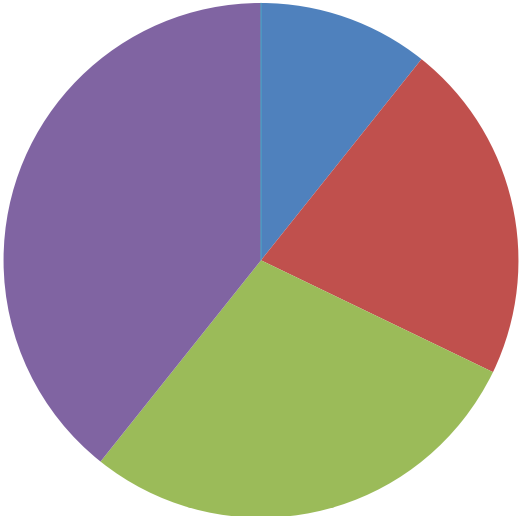
How satisfied are you with the following aspects of Downtown?

31 responses

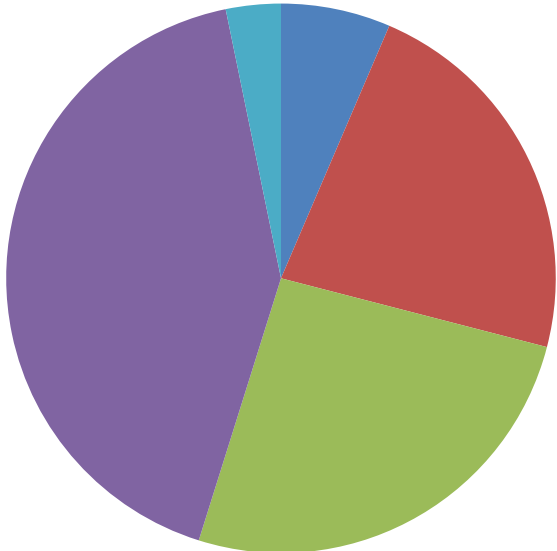
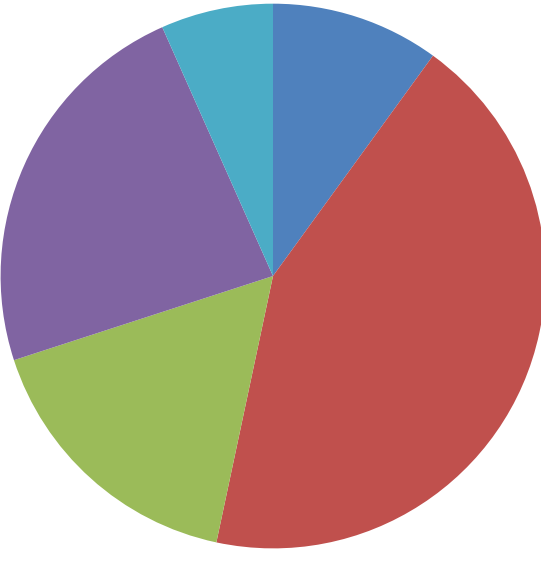
**Parking location**



**Streetscape**



**Landscaping**

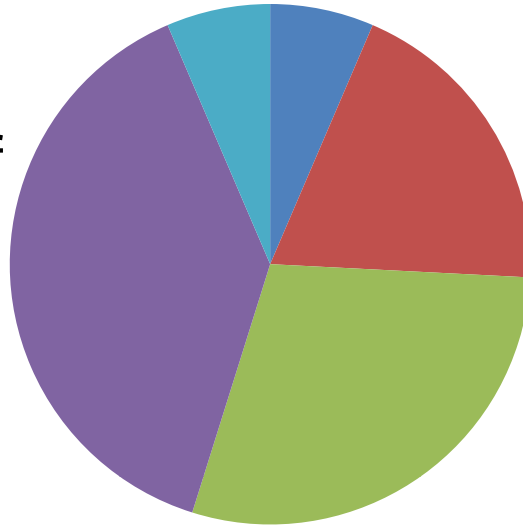


- Very unsatisfied
- Unsatisfied
- Neutral
- Satisfied
- Very satisfied

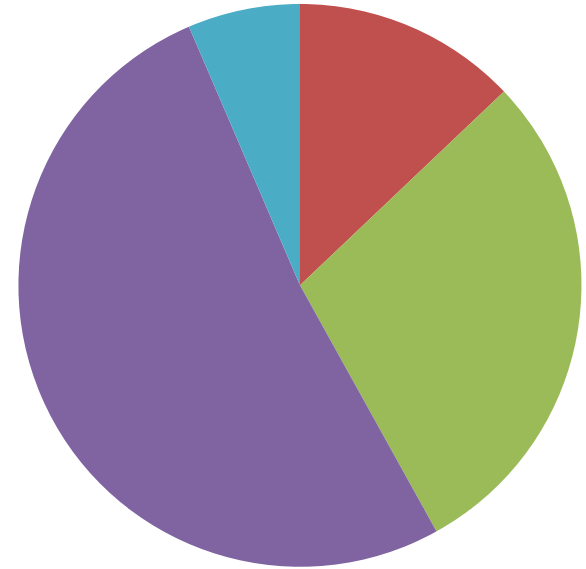
How satisfied are you with the following aspects of Downtown?

31 responses

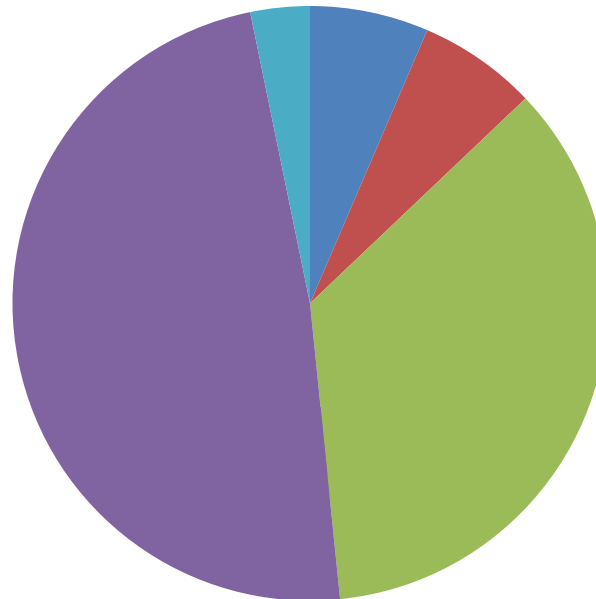
**Garbage collection**



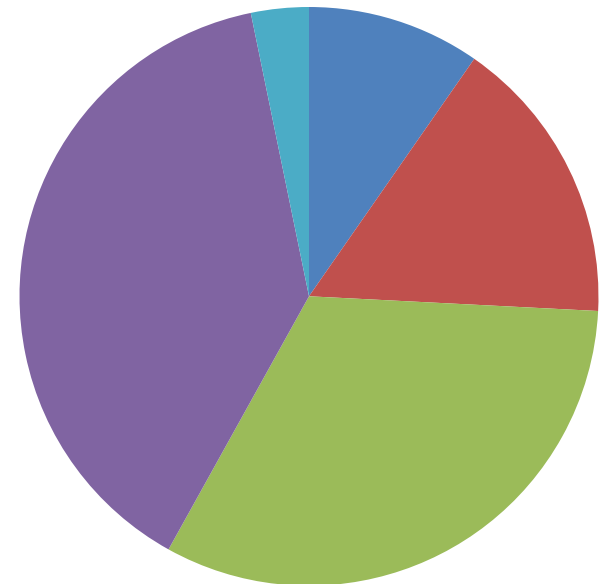
**Public safety**



**Location of garbage canisters**



**Delivery accessibility**

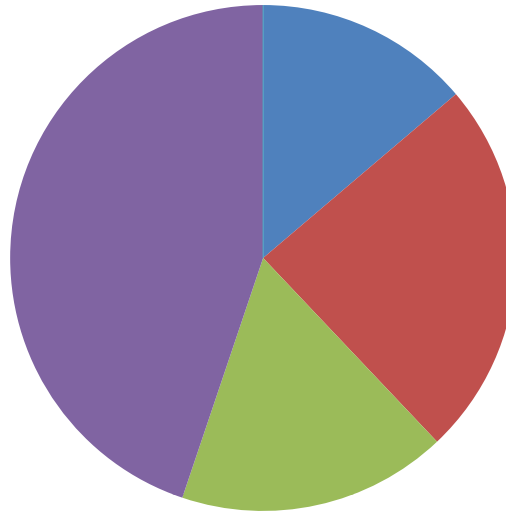


- Very unsatisfied
- Unsatisfied
- Neutral
- Satisfied
- Very satisfied

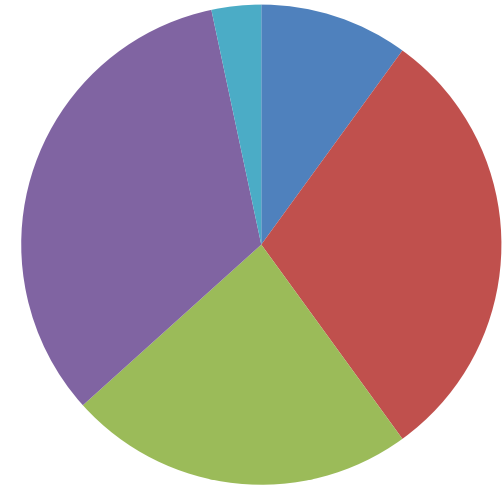
31 responses

- Very unsatisfied
- Unsatisfied
- Neutral
- Satisfied
- Very satisfied

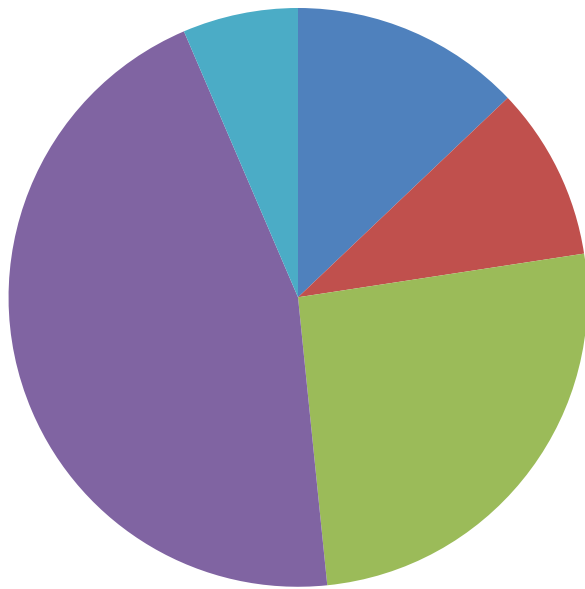
Lighting



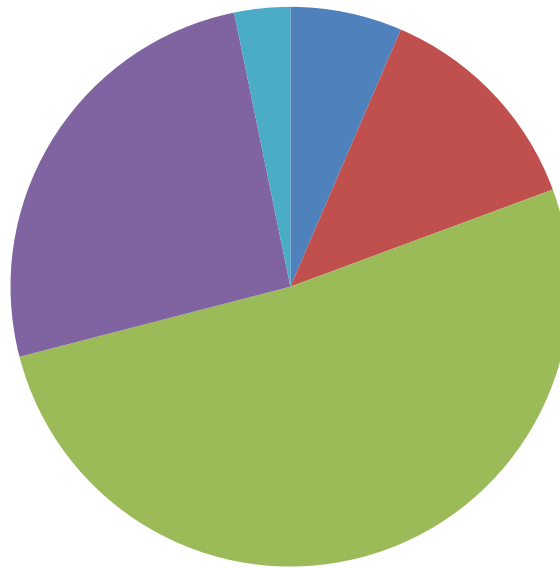
Maintenance of sidewalks



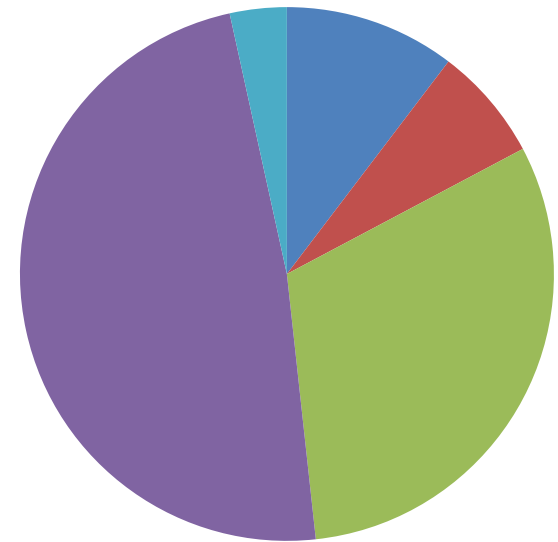
Location of sidewalks



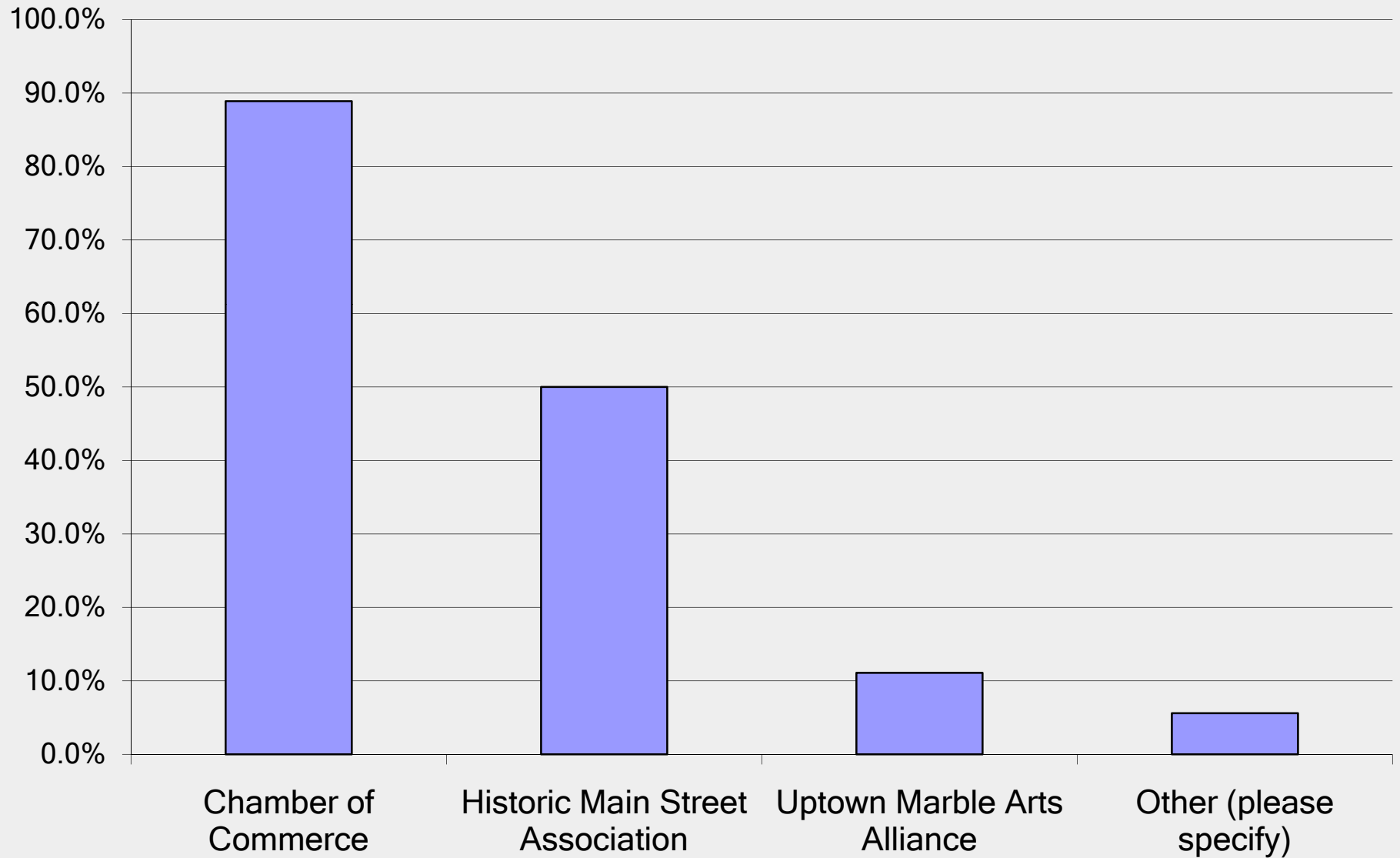
ADA accessibility



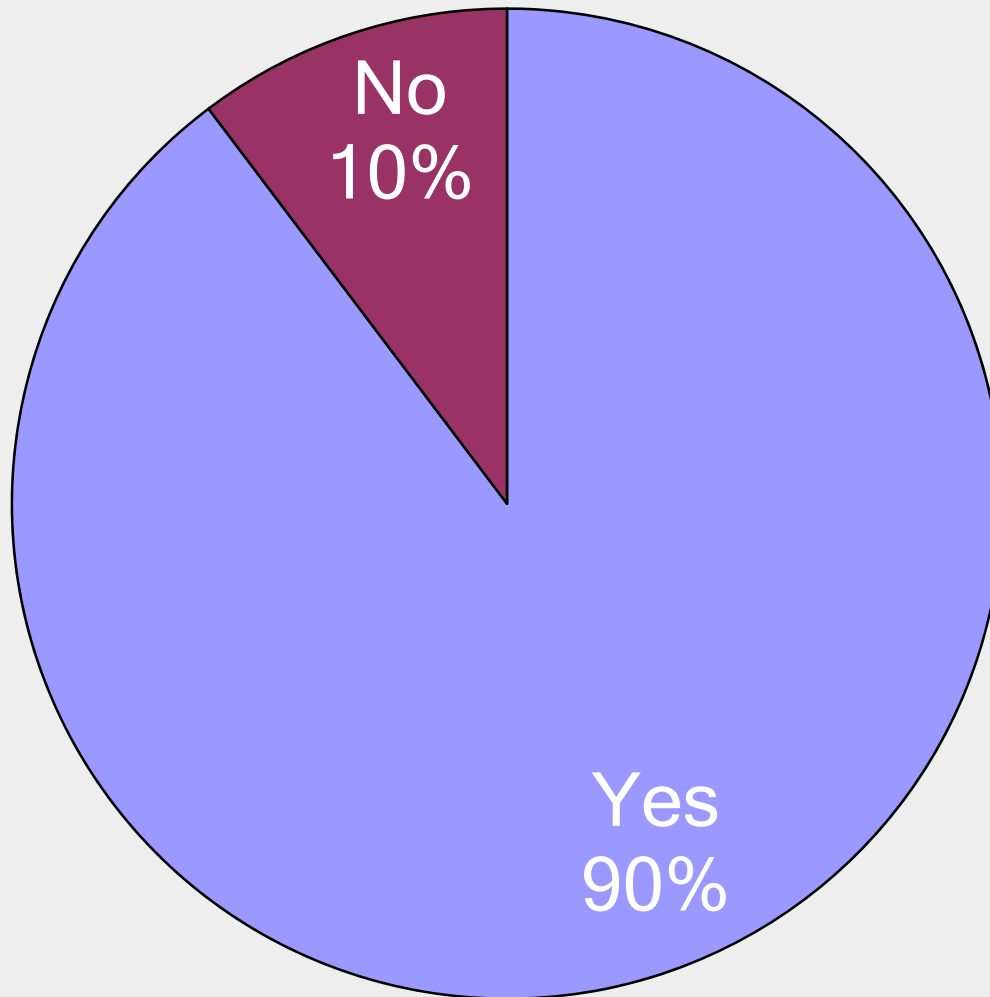
Materials and composition of sidewalks



# Do you belong to any of the following Downtown organizations?

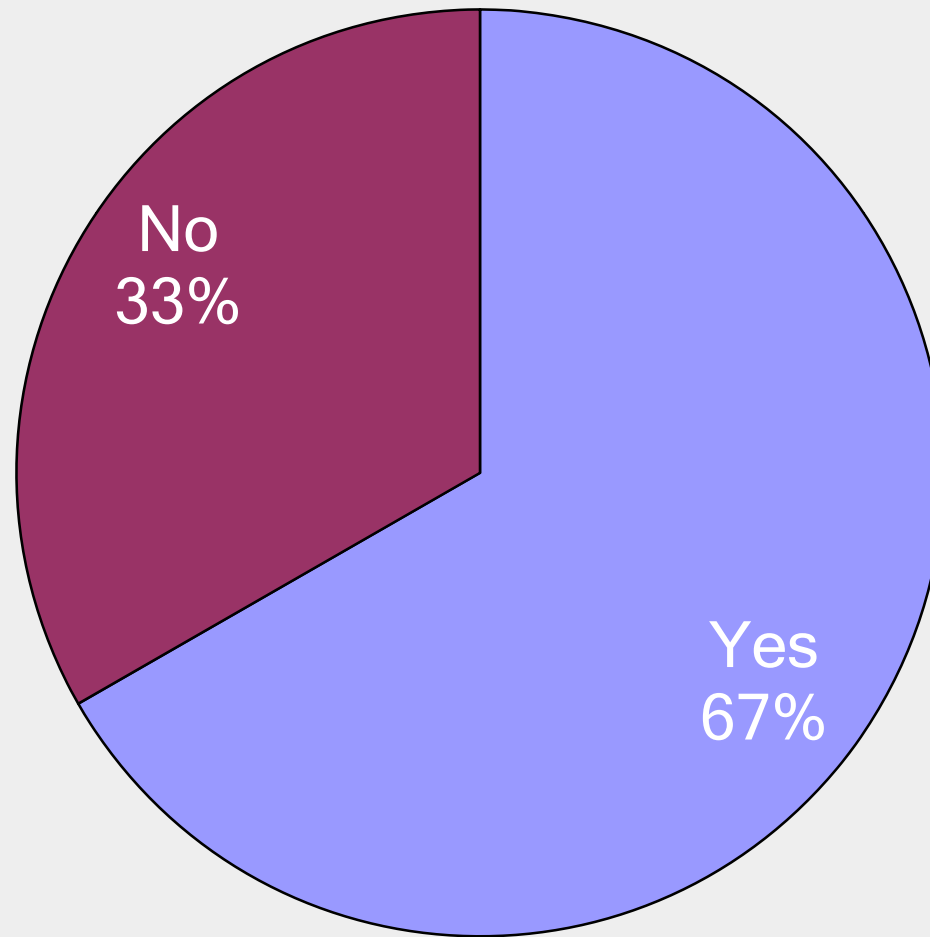


**Do you support the concept of a Downtown Master Plan that will guide development of areas for the betterment of the community?**



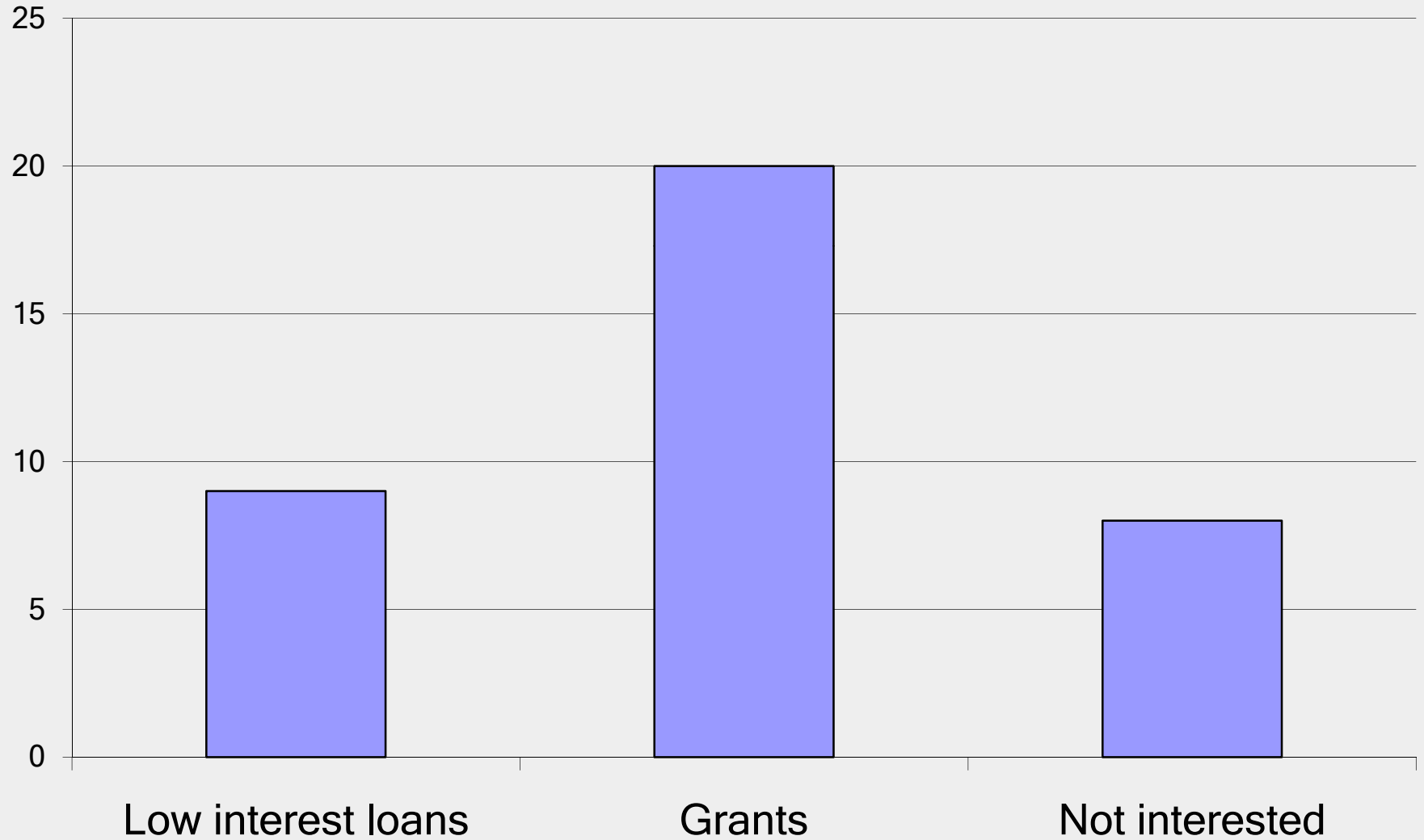
29 responses

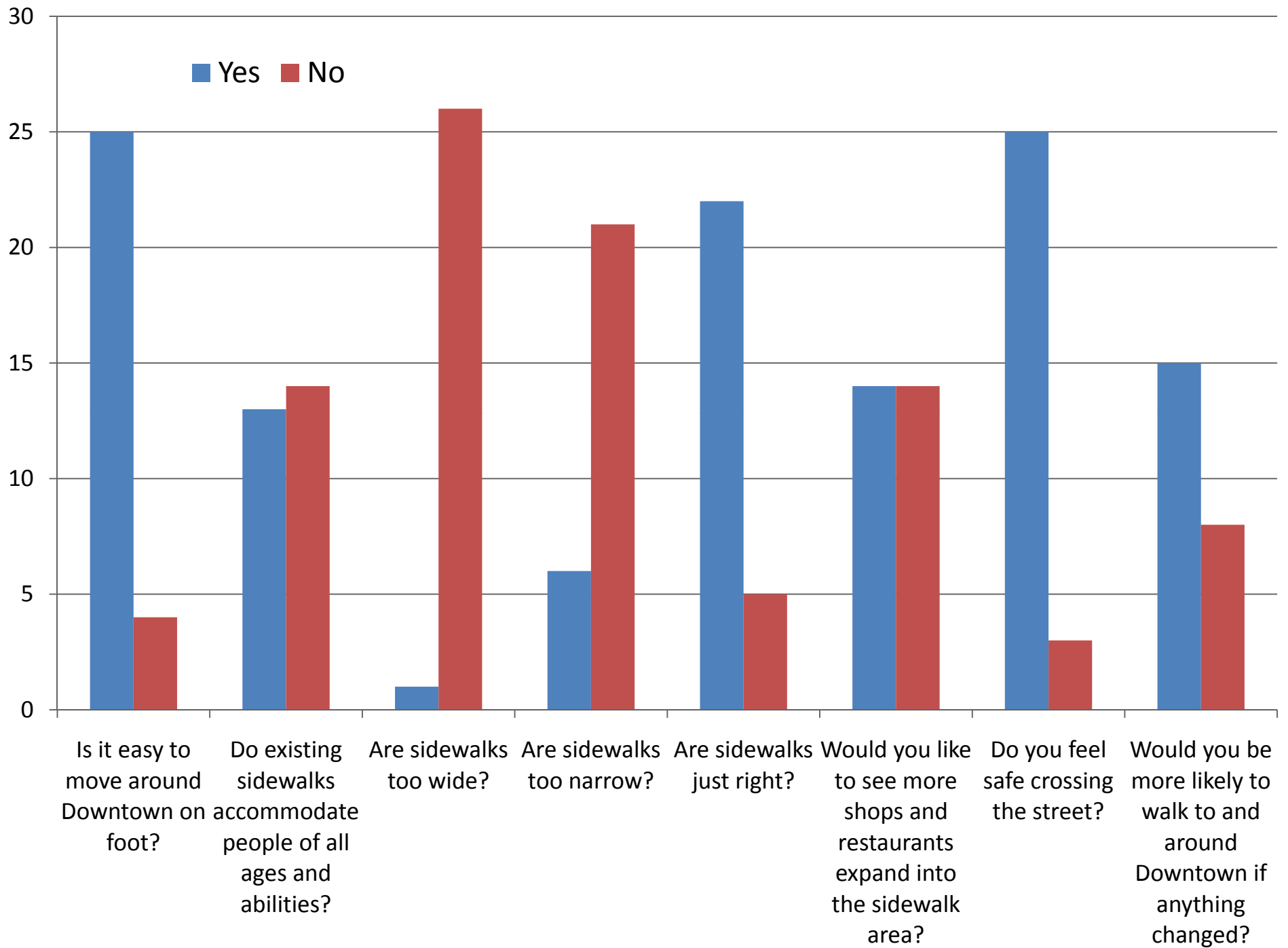
**Would you be interested in participating in a cooperative business marketing effort to attract customers to Downtown or to encourage residents to shop locally?**



# If there were monies available for building facade upgrades and/or site improvements, would you be interested?

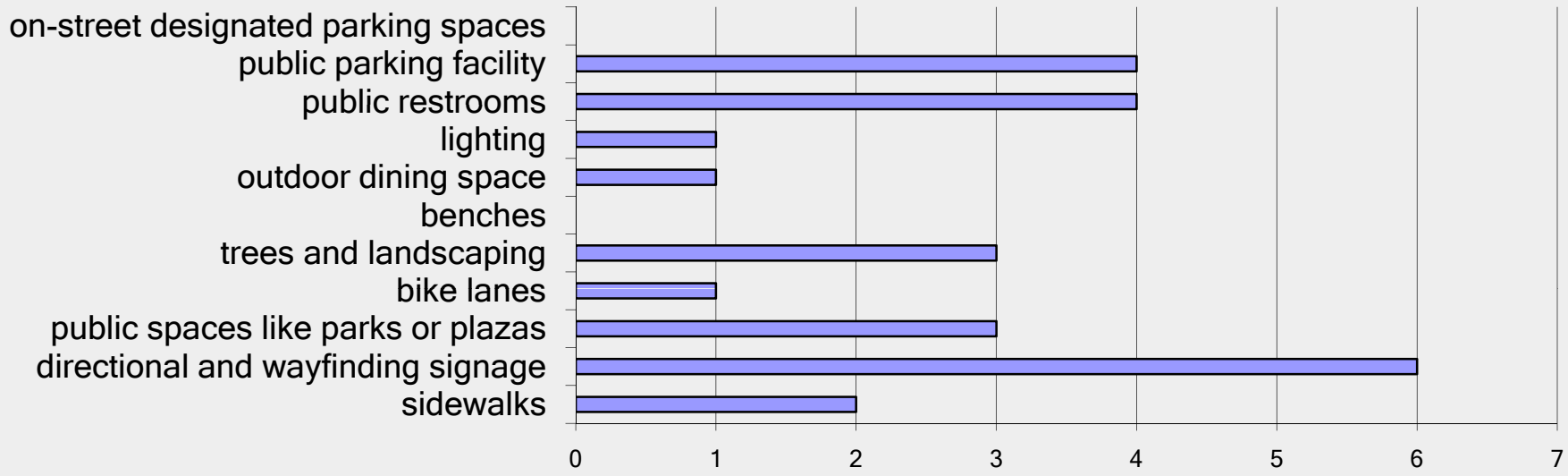
30 responses



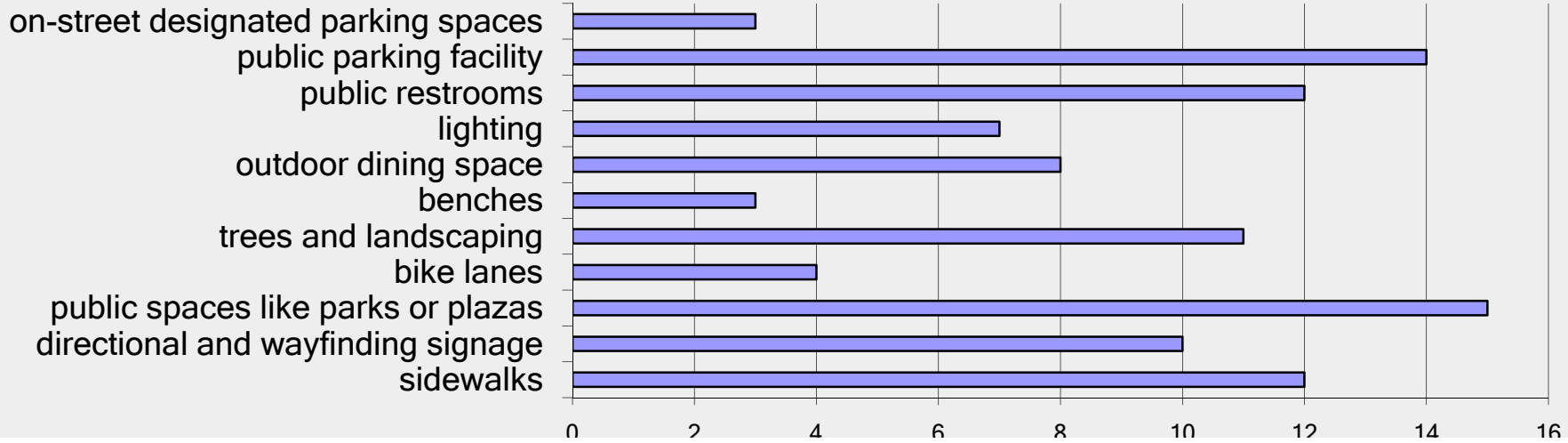


**Please choose your top four most important Downtown public improvements, and then rank them in order of importance:**

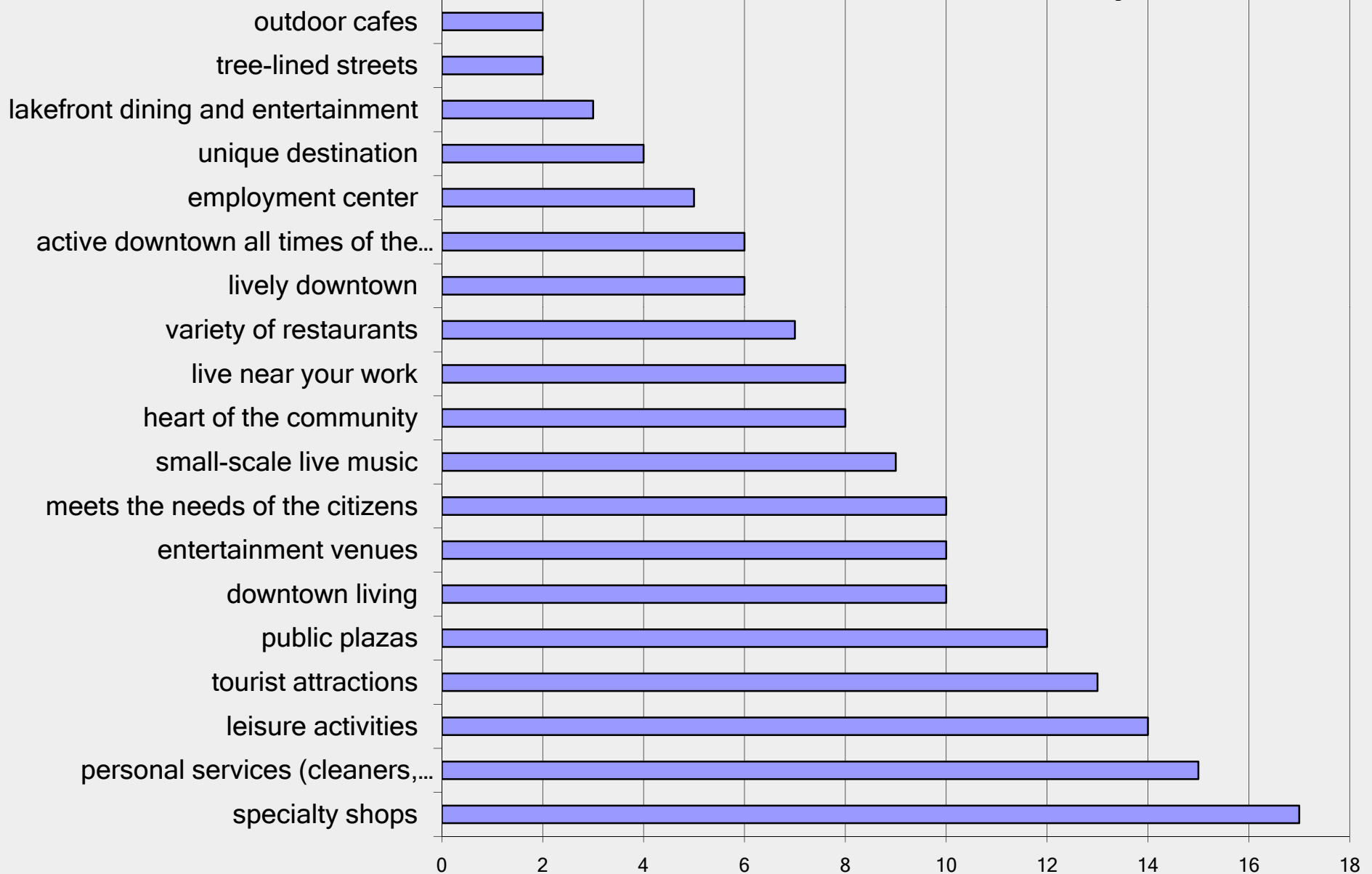
**Improvement Rank: Most Important**



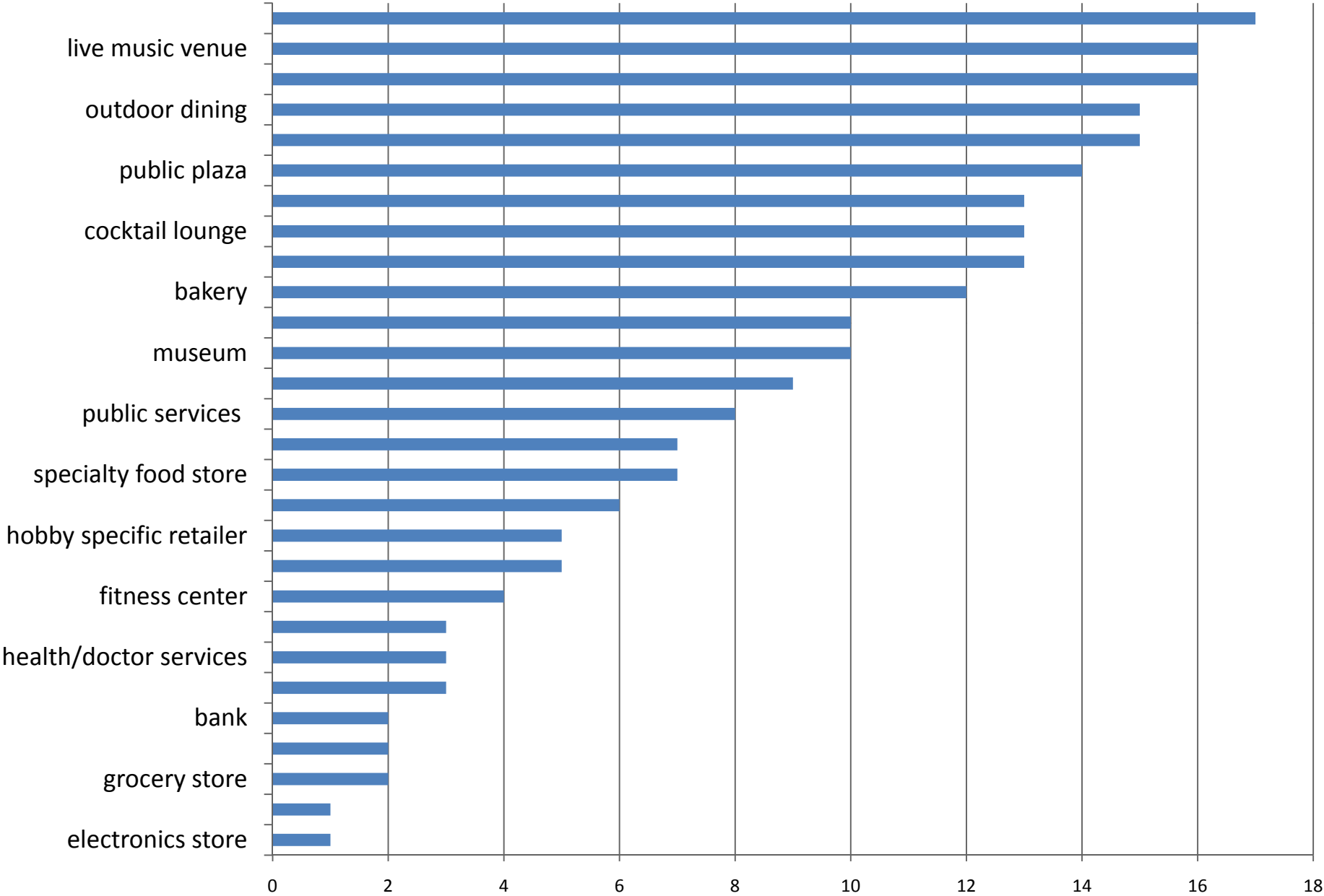
**Improvement Rank: Total**



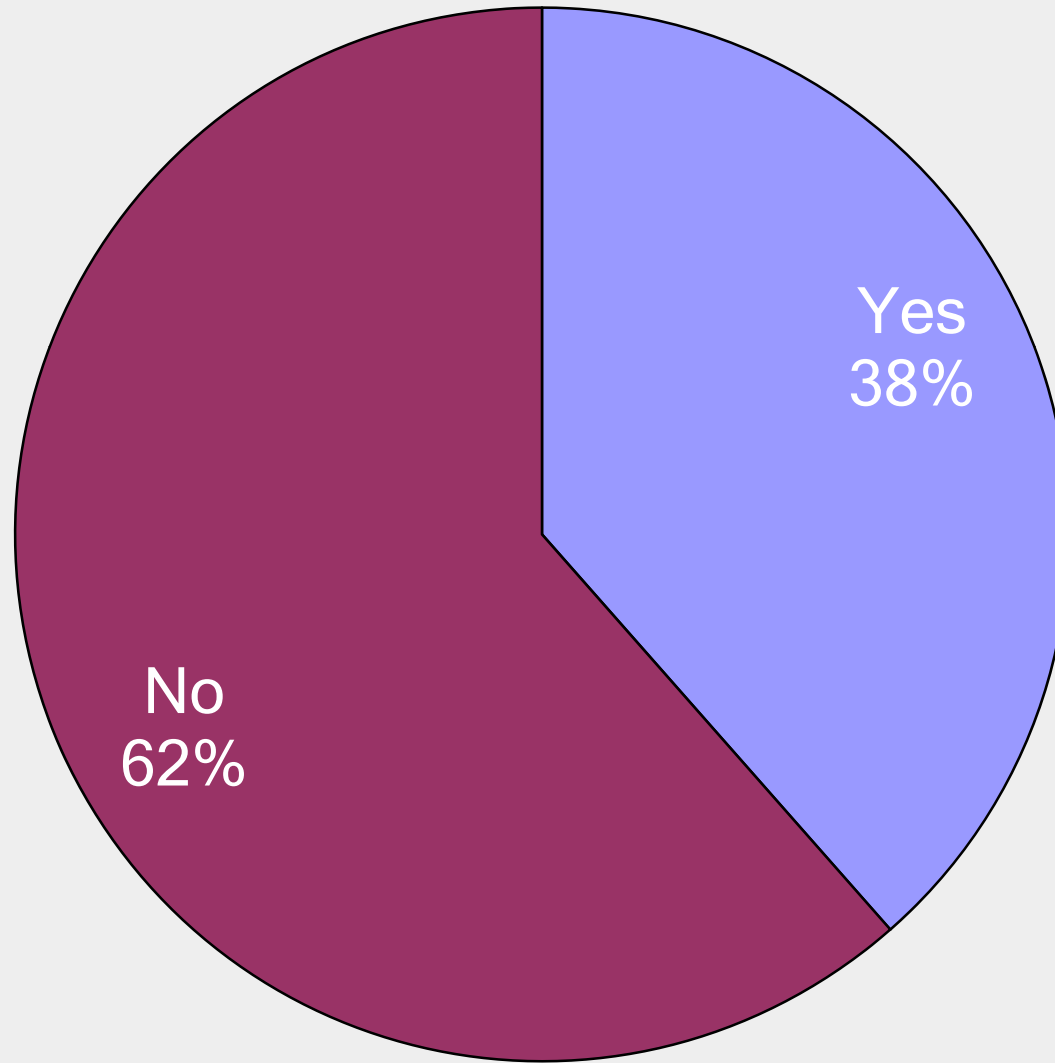
# What 5 elements best describe your opinion of what future Downtown Marble Falls should embody?



# What types of businesses should be recruited to Downtown to improve and enhance the overall character of Downtown Marble Falls?



# Would you be interested in living in Downtown Marble Falls?



# In your opinion, what would make Downtown Marble Falls a more exciting place in which to spend your time?

- Great restaurants, bars and Lorraines being able to stay open til 2am. Pattons being occupied again. Having more festivals and art events.
- Events
- Live music, places for families to hang out.
- It should offer what malls can't. A personal creative experience while shopping.
- Upgrade the store frontages
- quality dining, attractions. something that would encourage to come to downtown.
- Live music, things to do. A coffee shop is a definite! Never seen a main street that doesnt have a coffee shop
- More shops, entertainment, restaurants, landscaping, and great lighting.
- it has to stay open later than 5:00pm
- With the lake maybe some kind of water park
- Public activities.
- Nicer looking buildings and less traffic/parking congestion.
- More parking, more restaurants
- More "destinations/entertainment" that are not retail stores or restaurants. Entertainment at various times of day - not all late-night music/bar.
- Restaurants & Galleries
- keeping it simple, not too much congestion, so it is still easy to get around, community events that are free or low cost bringing in more customers that will spend money in the community
- I'd like to be able to depend on live music being offered more often and more restaurants being open. Shops should be open on the weekends.
- There needs to be more to do in the evenings when folks are not working. It needs to be more enticing for folks to come down and hang out.
- more festivals& events to provide weekend stays. boat rentals available for lake MF access, ability to enjoy stays & take advantage of existing nightlife by able to stay out late after day of golf, boating

## In your opinion, what are Downtown's strengths?

- The variety of businesses and mix of folks.
- Off the main highway, charming, easy to get to and find parking.
- It's quaintness
- easy to get around
- safe
- That people love to park and walk.
- It has slowly become a place people want to see. Keep it up!
- Location and the appeal that your business is located on Main street or in the downtown area. In other small towns it is pretty special to have your business located on main street.
- Not any
- Tourism draw from Horseshoe Bay.
- Recent renovations and upgrades to buildings.
- Character of Town and its people
- location, close proximity to other key areas - lake, parks and 281. Business owners who are passionate about revitalizing the area.
- The specialty shops, restaurants and live music venues that are still there.
- It is near the parks and lakes. Many of the buildings have character.
- community atmosphere, quaint shops, ability to walk around & view a variety of shops enjoying the historical buildings

# In your opinion, in what ways could Downtown improve?

- Get New people to make these powerful and important decisions!!!!!!!!!!
- Better landscaping, more variety of businesses, cater to tourists and the locals.
- More visibility from hwy. 281
- more restaurants with food variety
- better venues, choices and attractions.. support of the local businesses
- Friendly stores, keeping the outside appearance fresh, more music...
- Well I was actually born in a Doctor's office on Main Street and have lived here since. So I have seen a lot of changes happen there, mostly better. I believe that we should do similar things to the surrounding streets, to make Downtown larger and more productive.
- Lighting on all the streets and buildings. Make it look a little more unified.
- move the loud bars
- More public activities.
- Demolish some buildings to provide more open spaces, locate parking behind buildings and ban vehicle traffic for two blocks in the main shopping area.
- Police Department removed from downtown
- Expand the landscaping, beautification to outlying areas of main st. Add more "destinations/entertainment" that are not retail stores or restaurants.
- Move City Hall and the Police Station. Improve parking, sidewalks and lighting. Adopt late night alcohol sales.
- Better infrastructure that encourages pedestrian traffic.
- shops staying open later than 5pm -expanded hours Thurs-Sat and open Sunday afternoon.  
provide an antique mall retail location offer a varied inventory of eclectic items to draw in customers